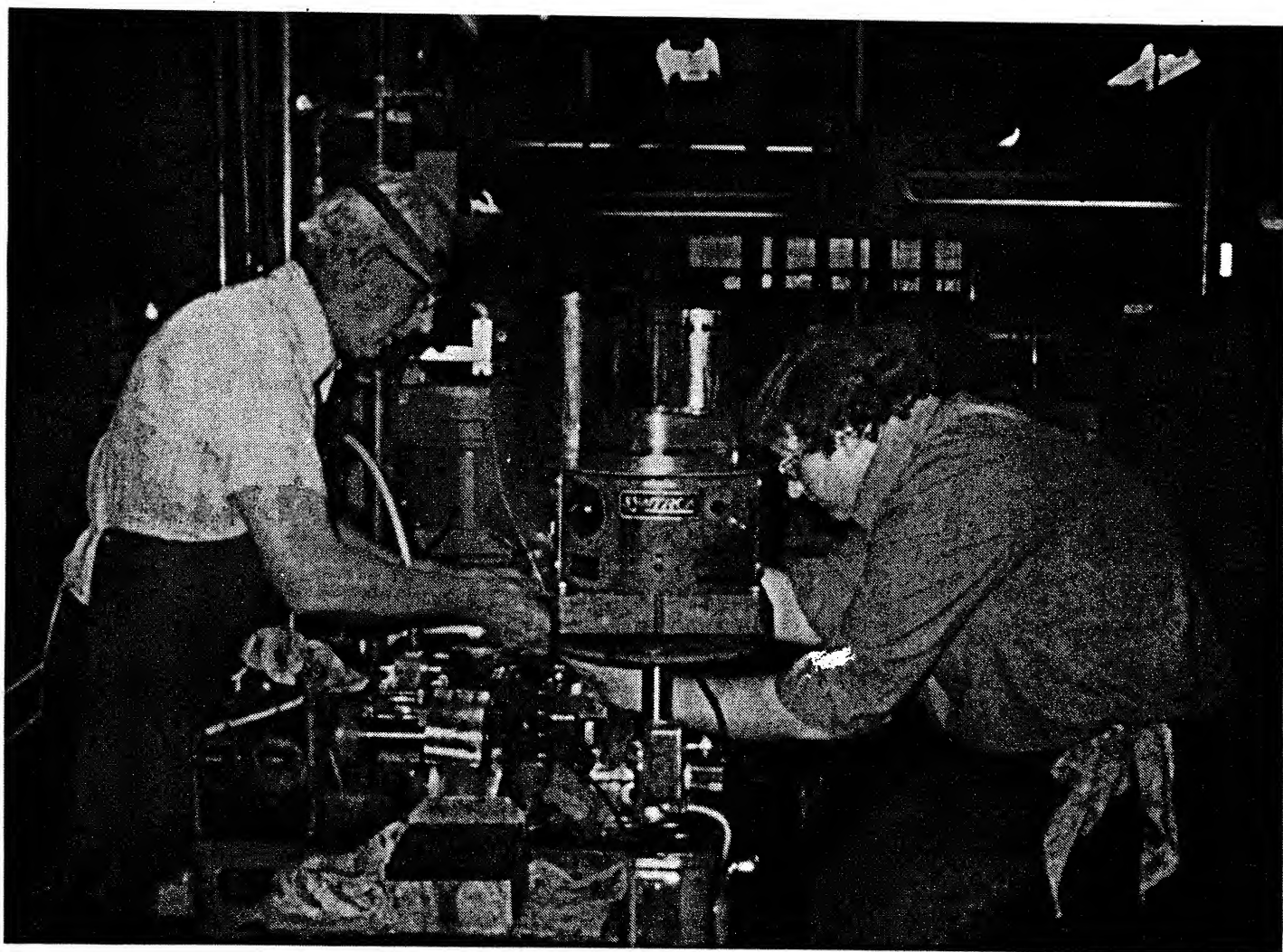


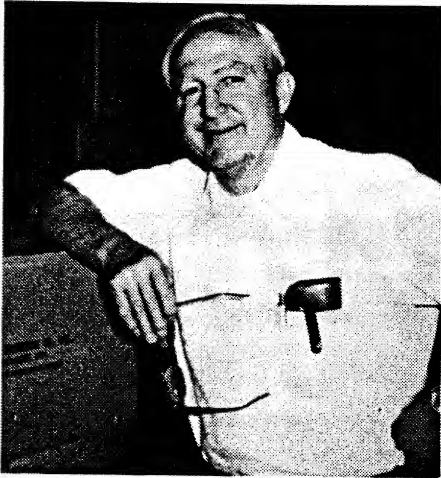
FACE TO FACE



SHEAFFER EATON **TEXTRON**
Sheaffer Eaton Division of Textron Inc.

MARCH 1977

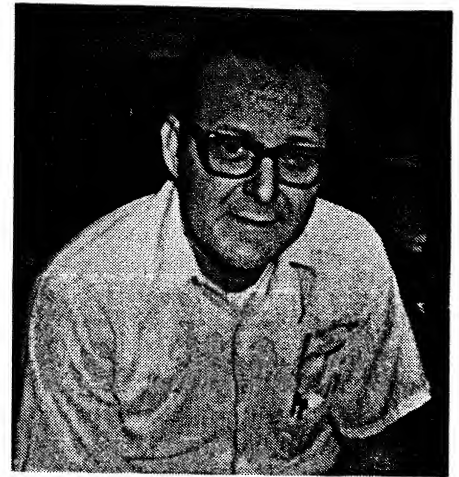
THINK PTP...



Harold "Rosie" Moore, Packaging: Rosie's idea of using glue instead of tape in construction of the Targa box insert has added \$150 to his pockets. You can tell by the grin on his face - he's a winner.

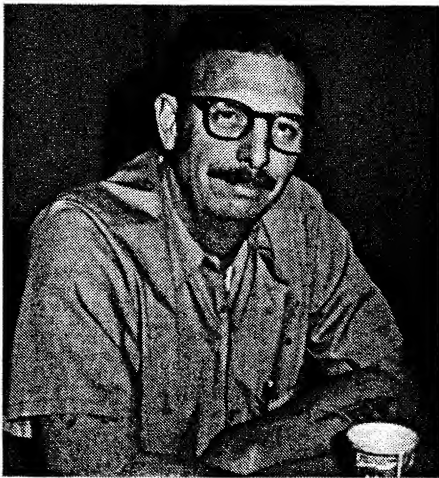


Erma Greer, Pen Point: A yearly savings of \$353 will be made in Pen Point with Erma's PIP idea. Her idea to clean and re-use the glue syringes for placing the white dot on pen clips brought her \$35.30.



William Salladay, Buffing and Plating: Bill's machine design for putting caps on Tektor unit tubes and ball units entitled him to a \$23 PIP award.

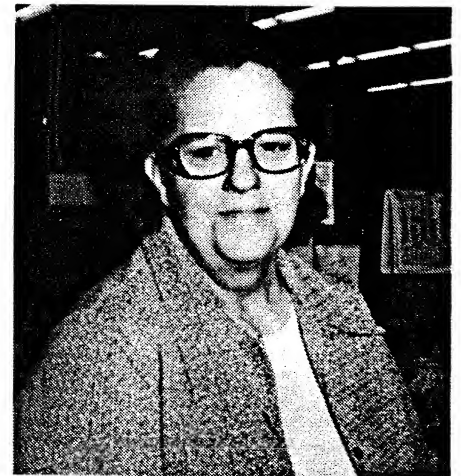
THESE



James Finley, Maintenance: \$10 went to Jim for suggesting a communications improvement between first and second shift on work needing to be done.



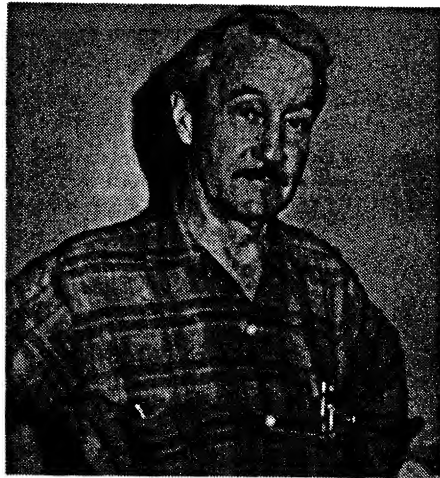
Louise Watts and Rosaline Menke, Traffic: By putting their heads together Louise and Rosaline came up with a winner to save the Company \$8,134.98. Their idea of doing away with duplicate insurance on subsidiary orders entitled each to \$406.75.



Mildred Wagner, Desk Stand: Mildred's suggestion of doing the drilling of rock desk sets by sight rather than measure added \$10 to her pocketbook.



Virginia Spring, Data Processing: Virginia's suggestion of adding information to the IBM CRT machine reduced the operating time of six operators & brought her a \$30 PIP award.

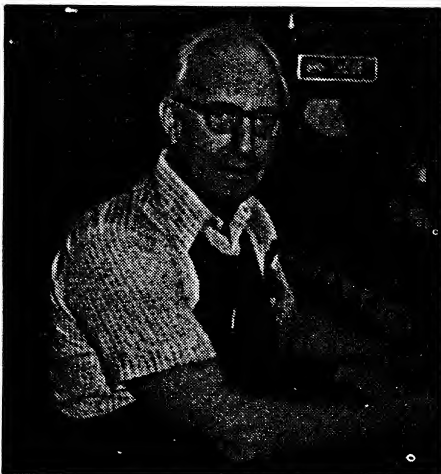


Paul Ensminger, Maintenance: Coming up with a more economical way to produce soft water made Paul eligible for a \$10 PIP award.



Norma Jean Dyer, NoNonsense: Norma's PIP idea to cut down the number of lot cards used in NoNonsense cap assembly put an extra \$10 in her pocket.

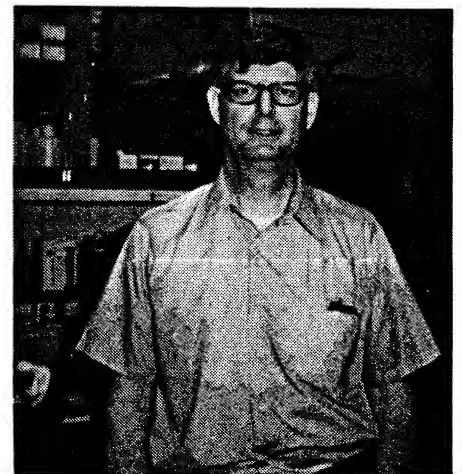
PEOPLE DID ...



Maurice Strunk, Ballpoint: By suggesting elimination of centrifuging the handfilled K-unit ballpoints, Maurice was able to take home an extra \$10.



Jeanette Lerche, Data Processing: By eliminating the use of bindings for stock status reports an annual savings of \$321 will be made. For this PIP Jeanette gained \$32.



Gary Lowenberg, Product Engineering: By finding a way to save time on chemical weighing, Gary's idea entitled him to \$16 to add to his pocket.

AND ARE \$\$ AHEAD

FACE TO FACE WITH

Cover: Maurice Strunk, Jeff Mueller

The Sheaffer ballpoint era began in 1946 with the Stratowriter, retailing for \$15.

Since this first expensive model, the ballpoint line of writing instruments has been carefully tested to improve its design, technology and production.

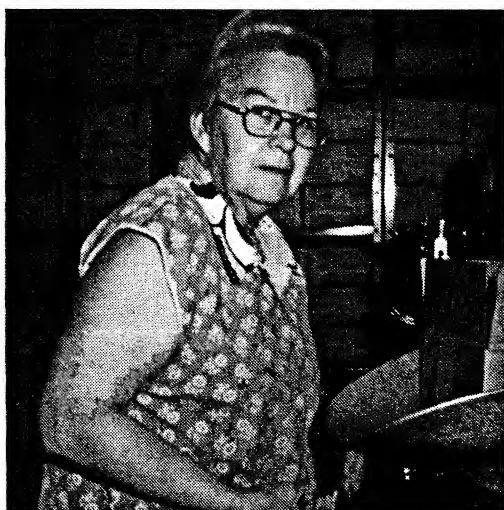
The Ballpoint Department originated in Mount Pleasant, Sheaffer's Plant #3. In 1959 the Mount Pleasant plant closed, and the department moved to our Plant #1 facility.

Today, under the supervision of John Hauck, Production Superintendent, the department employs approximately thirty-six people working over two shifts.

With the use of highly automated and highly sophisticated machinery, the employees in this department manufacture approximately 110,000 completed ballpoint



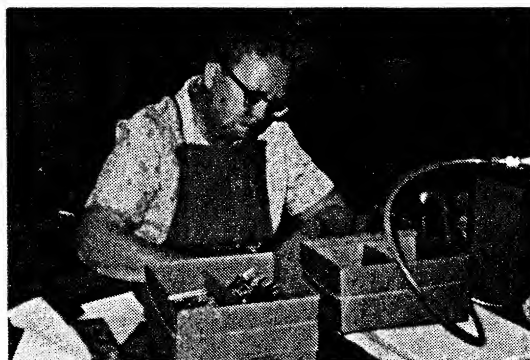
Marilyn Lowary



Dorothy Acker



Angie Prado



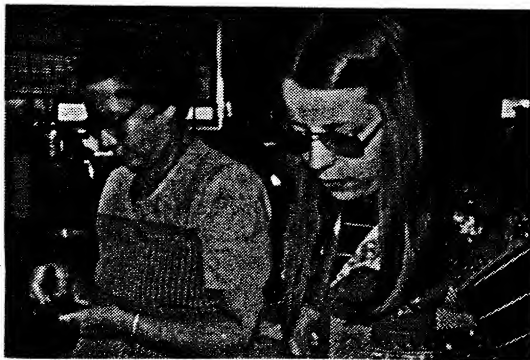
Louise Eppers

BALLPOINT

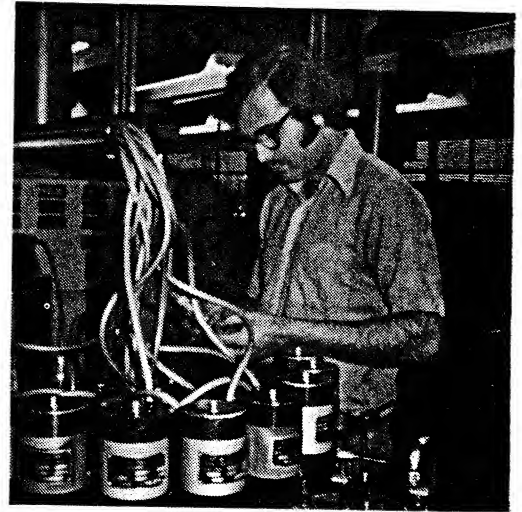
writing units each day. Operations in this area include the making of the ballpoint tip and the complete assembly of the ballpoint writing unit. Continuous testing of the units is done to insure a free ink flow and to maintain our high quality standards.

Units leaving the Ballpoint Department may be sent to NoNonsense, Ad Specialty or Plastic Fab for assembly into completed instruments. Other units are sent to Plant #2 for display packaging and to our foreign subsidiaries (Canada, England, Australia and the Netherlands) for distribution.

The ballpoint unit continues to make its mark on the worldwide marketplace. And it is here in Fort Madison where the work and concern of our employees make the Sheaffer ballpoint what it is today.



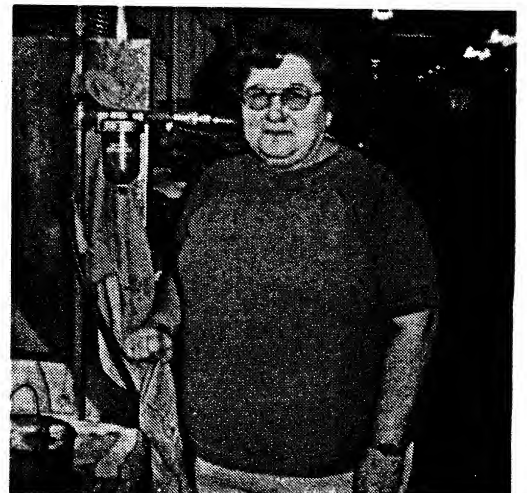
Boneta Kuschel, Karen Hoffman



Robert Hite



Mary Dalrymple



Mary Ann Washburn

From the question box...

Q. Are we going to get an insurance refund soon?

A. There will be no insurance refund. Our experience during 1976 has generated an increase in the total cost of insurance benefits.

The employees' contribution, both hourly and salary has not met the costs of the programs, and the costs to the employer have increased.

One of the major contributing factors to the significant increase in the cost of the insurance program to Sheaffer has been our accident and sickness experience.

Q. Thank you for painting the restrooms. Sure did a good job!

A. Thank you for your positive comment. We all get so involved in our day-to-day needs and making sure everything meets our individual expectancy levels that we don't find time to comment on the positive side. You did. Thank you.

Q. Could we please have a money changer down at Plant V? We need it.

A. We have approached Canteen with the request to place a money changer at Plant V. The Plant V cafeteria has received a lot of attention recently; however, the usage of the vending facilities has not improved and Canteen is throwing away 50% of what they are placing in the machines.

Maybe a money changer will help. We have approached Canteen with that logic. If it does not help, Canteen may make other changes, since their present waste is expensive and is felt in the total price structure.

Q. Don't you think a week is long enough to leave things on the bulletin boards? If you don't read it in a week you never will.

A. In many cases, yes, one week is long enough. However, many of the items which appear are, in addition to being informative, also reminders. Sometimes we all need more than one reminder.

We are glad you are reading the bulletin boards, however, and hope you have seen an improvement in their timeliness, attractiveness and interest.

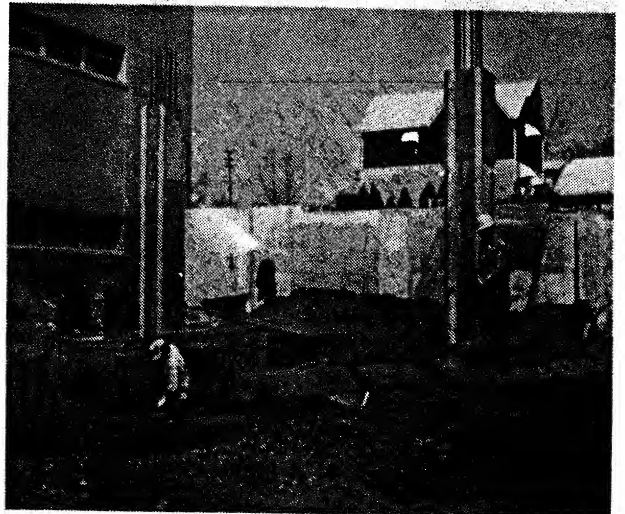
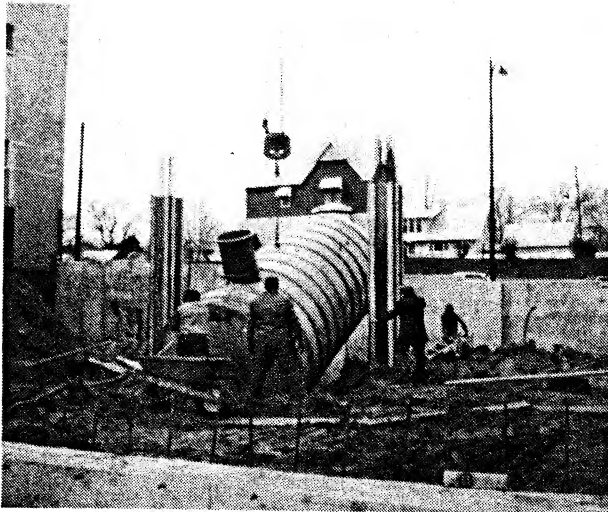
Pension Benefits

The Pension Reform Act, Bulletin 4 describes the "in - service survivor" and "joint and survivor" pension benefits which are available to Sheaffer Eaton employees.

The joint and survivor benefit is a pension payable for the life of the retired employee and also provides for continuation of a percentage of the pension to the spouse for life after the death of the employee. The joint and survivor benefit is provided automatically at retirement unless the retiring employee makes an election to the contrary. The joint and survivor benefit, equal to 50% of the pension benefit, is paid to a spouse to whom the employee was married throughout the one year prior to the retired employee's death. In addition, an employee may elect that after death his or her spouse shall receive 100% rather than 50% of the benefit.

Briefly, the in - service survivor benefit provides death benefit protection for the spouse of an employee who meets the age and service requirements for an early retirement benefit under the pension plan. This coverage is not automatic like the 50% joint and survivors. Therefore, the employee must make application in writing.

If you are nearing retirement, or just wanting more information on the above programs, please contact an Industrial Relations Department representative. The cost of each program will be explained and calculated for you.



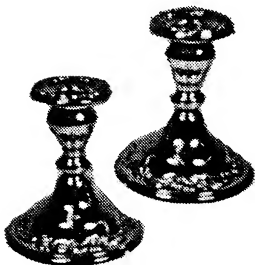
PROGRESS IN MOTION In the above photos is the largest of two waste collection tanks being buried at the Sheaffer pollution plant site. This tank will hold nickel plating waste. A smaller will house gold and chrome waste. From these tanks the waste water will be pumped into the treatment system for purification.

SHEAFFER EATON Employee Store

Spring cleaning
sale



GORHAM
ALVIN
*CANDLE-
HOLDERS*



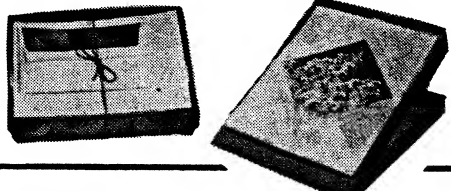
15%
off regular
price

SPEIDEL
**BRACELET
#2519**

10%
off regular
price

EATON
*calligraphy
caluis
& sea spray
stationery*

10% off regular price



GORHAM
ALVIN
**Sandwich
PLATE**

SAVE 10%
off regular price

ACTIVITIES COMMITTEE
*coming
soon!!*

SHEAFFER EATON
T-Shirts

..gold ..orange
..navy ..kelly
green

ACTIVITIES COMMITTEE

SHEAFFER
**petrified
wood
slabs**

only 46
available

\$10
each

SPEIDEL
Men's




**bracelet
#1348**

10% off regular price

GORHAM
**picture
frames**

5% off regular price

GORHAM
**KEY
CASE**



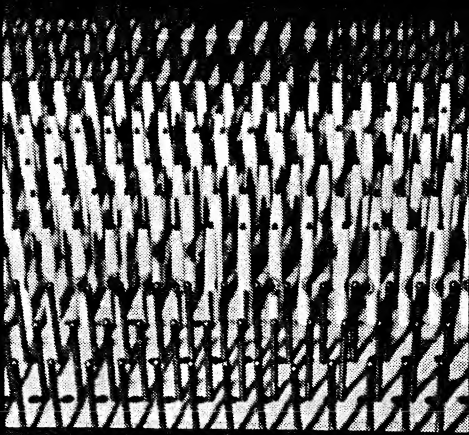
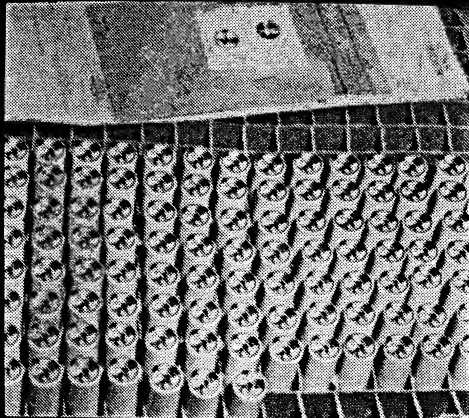
15%
off
regular
price

Sale good through May 6, 1977

FACE

TO

FACE



Sheaffer Pen

July & Aug.

1977

pip pip hurray!



Boots Rippenkroeger

Walter (Boots) Rippenkroeger, Production Technician, Plating, has entered another winning PIP idea.

Boots has recently received a \$795.10 check for his idea to replace the hand air blow operation on the Targa pen caps and barrels with a vacuum clean operation. This will save Sheaffer \$7,951 a year.

In April Boots and Harry Dusenberry, Foreman, pooled their thoughts on an idea to buy a rouge from a different vendor, saving Sheaffer \$13,141 annually. Boots received \$657 for his contribution. And because Harry is a management member, the maximum award under the present PIP program he is eligible for was presented to him - \$150.

In June Boots' idea to purchase buffing wheels from another vendor added \$185.40 to his pockets.

So far this year with Boots' help Sheaffer is saving \$22,946 a year, and Boots has received \$1,637.50 for these PIP ideas.

Now, ask Boots if PIP pays!

DO WE EVER REALLY CONSIDER ...

... HOW MANY THINGS ARE TAKEN FOR GRANTED?

Take parking, for instance.

How much would you guess the annual costs for parking are in Chicago and other major U.S. cities?

Give up?

The annual cost in Chicago is \$578; Des moines - \$284; Omaha - \$344; Minneapolis - \$399 and Manhattan - \$1,127.

See - we are pretty fortunate. So if we have spaces assigned to us in the Sheaffer parking lots, let's park in them every day.

If yours happens to be in the far parking lot, consider yourself lucky... a little exercise is good for everyone.

SHEAFFER EATON TUITION AID PLAN

Wish you had the time and money to take a course or two to help sharpen your work skills? If you find the time, and meet certain qualifying conditions, Sheaffer Pen will pick up 75% of the tuition cost.

To be eligible for tuition aid, an employee must meet certain qualifying conditions. These conditions are:

1. The employee must have six months or more continuous service with the company and must have a satisfactory work record.

2. The content of the course must be useful to Sheaffer Pen and contribute to personal growth and development.

3. The written request for permission to take a course must have company approval prior to enrollment.

Many fall courses will be starting soon, so it is not too early to look into the possibility of taking a class or two. For further information stop by our Industrial Relations office.

circle the day!

Don't forget to mark September 17 on your calendar if you have purchased tickets for our Chicago trips.

Buses will be going to Marriott's Great America Amusement Park and to the Museum of Science and Industry.

Please watch the bulletin boards for the details.

Sheaffer Pen

FACE TO FACE

Face to Face is published at frequent intervals for the purpose of keeping Sheaffer employees and retirees and their families informed of the policies, plans, activities and personnel of our organization. Letters and news items are welcomed and should be sent to Communications, Sheaffer Pen, 301 Avenue H, Fort Madison, IA 52627.

Peggy Podeyn Editor

Bart Balog Assistant

A few weeks ago one of us discovered that a checkbook and a sizable amount of cash was missing. This can happen to any of us -- but it took that special person who found it to return it promptly.

To whom this concerns: "Thank You" for removing the worry it caused.

NBC REPORTS:

"Failing to Learn--Learning to Fail"
Co-sponsored by Textron

On Tuesday, August 30, at 9:00 p.m., NBC REPORTS: "Failing to Learn--Learning to Fail" will examine the disability syndrome that affects more than eight million school children. The documentary will describe how this handicap impedes educational and social development. Without treatment, children suffering from learning disabilities often become emotionally disturbed delinquents, disrupting a society unaware of the real causes of their problem and despair. Describing how parents and teachers can identify learning disabilities in children, NBC REPORTS will also explore the methods, theories and techniques which could be utilized to correct these learning and perceptual problems.

We urge you and your family to watch this important program. Three Textron television commercials in support of private enterprise will be shown on the program: Speidel, Bridgeport and Fafnir.



CBS NEWS SPECIAL REPORT ON ENERGY
Co-sponsored by Textron

On Wednesday, August 31, at 7:00 p.m., CBS NEWS will present a three-hour special report exploring the complex and often controversial subject of American energy resources. With Walter Cronkite as anchorman, the program will provide information on energy sources, reserves and potential as well as the political social and economic factors affecting energy policy. Incorporating results of a special CBS NEWS poll, the documentary also will ask Americans: "If you could ask the President of the United States one question on the subject of energy, what would it be?"

Be sure to watch this special report on American energy. Three Textron television commercials in support of private enterprise will be shown on the program: Homelite, Bell and Talon.



The Targa



Lucy Bundy

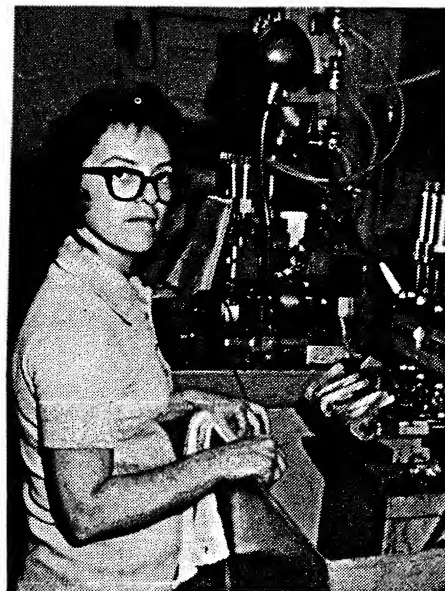
After four years of designing, planning, constructing and marketing preparations, the new Targa writing instrument line is now being introduced in the United States.

For the past year Targa has been selling in twenty-eight foreign countries. And from the amount of international reorders now coming in for Targa products, it looks like the Sheaffer Targa will be around for some time.

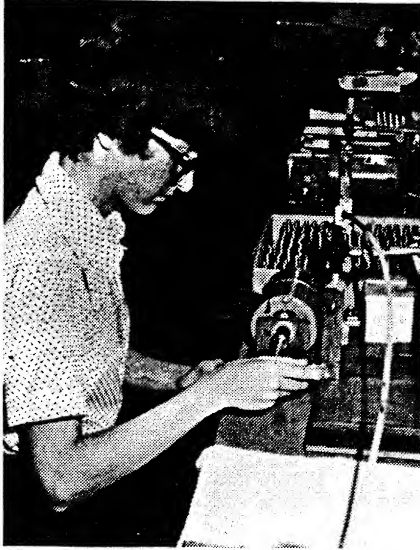
Produced in brushed stainless steel, sterling silver and 23 K

gold electroplate finishes, Targa is currently available in five models. Featured in each model is a pen, ballpoint, Tektor marker and pencil.

Since the Targa features the first ballpoint twist mechanism Sheaffer has ever produced, a great amount of designing and engineering preceded its foreign and domestic introduction. According to Gerald Hobbs, Product Engineer and Designer on the Targa project, "One of the hardest problems to successfully



Story....



Kathy Schleif

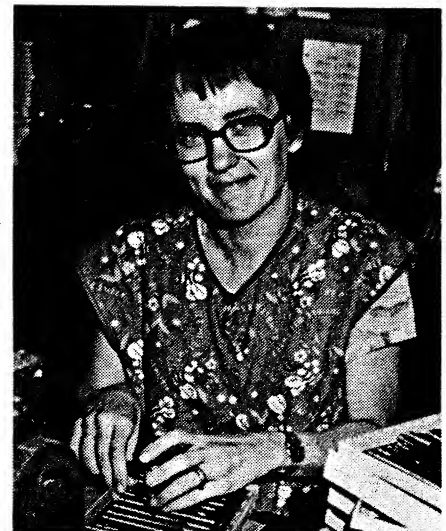
overcome was to design twist mechanism that would allow a large refill unit to fit into a small diameter." Also, the international twist mechanism had to be a unique design in order to secure patent rights.

Even though the technical aspects of Targa have been largely refined, the production operation is still meeting difficulties.

Due to doubling sales forecasts, there just have not been enough Targas passing through the Shipping Department to meet customer demands.

Dick Canella, Sheaffer Vice President, states that when re-organization and expansion of the Plating, Buffing, and Metal Fab Departments are completed, he hopes production of Targa will begin to run more smoothly.

Although Targa is still considered a young product, new in the marketing place, it appears that its future will be exciting. As new ideas and developments progress for Targa, new models will be finding their way to a very receptive marketplace, where fine styling and quality writing instruments are preferred.



Pam Bowman

Textron Earnings Set

Second Quarter Record

Providence, Rhode Island, July 25, 1977 -- Recently, G. William Miller announced the Textron progress toward objectives and compared year to date 1977 figures to 1976. Mr. Miller pointed out that the second quarter results were encouraging on several counts: They showed a higher percentage of increase over 1976 than did the comparative results for this year's first quarter.

Second Quarter Results by Group

Mr. Miller commented on the 1977 second quarter results by Group, compared with the 1976 quarter:

The Consumer Group continued its substantial gain over the 1976 period, with especially strong results at Homelite, Gorham and Speidel. Homelite led the Group as a result of record domestic chain saw sales. Gorham (silverware) was up in both sales and earnings, with sterling flatware sales especially strong. Speidel (watchbands and jewelry) reported sales and earnings records, principally as a result of improvements in its traditional product lines. Valentine (greeting cards in Australia) also had an excellent quarter. Polaris E-Z-Go (snowmobiles and golf cars) fell behind last year's levels of income because of the scheduled later start-up of snowmobile production. Talon earnings dipped slightly in the quarter, as retail zipper sales were sluggish, but profits for the six months remained ahead of last year.

The Industrial Group once more reported increased results over 1976. CWC Castings (truck and heavy engine castings) again led the way in earnings performance. Fafnir (bearings) results were substantially ahead of the prior year's quarter, principally because of a rise in sales to U. S. distributors. Fafnir's U. K. operations continue to lag the prior year. Earnings at Sprague (gas meters) were somewhat lower than last year's record results, because of increased costs.

In the Metal Product Group, all Divisions except Waterbury Farrel reported increased earnings, and the Group as a whole bettered its results, compared to 1976. Two machine tool Divisions -- Bridgeport and Adcock-Shipley -- continued their earnings growth, with Bridgeport the outstanding performer of the Group. At Bostitch (stapling and nailing equipment) sales and earnings gained, primarily due to higher sales to the construction market. Camcar and Townsend (engineered fasteners) both had good results.

Waterbury Farrel (rolling mills and machine tools) experienced an increase in orders, but because of the long lead times in production of its products the Division's sales and profits remained behind those of the prior year's second quarter.

In the Aerospace Group, earnings declined for the Group as a whole. Bell Helicopter Textron reported slightly lower profits on higher sales. For the first six months, Bell Helicopter's sales volume set an all time record. Domestic commercial volume was especially strong -- up 23% over the 1976 first half. At Bell Aerospace Textron, reduced production levels at the New Orleans air cushion vehicle facility and a slowdown in Minuteman III missile propulsion system production continued to have adverse effects on volume and profits. On July 12, Bell Aerospace Textron was notified by the U. S. Air Force of the partial termination of the Minuteman Program. Bell will complete only the first 10 (of 60 authorized) Minuteman post boost propulsion units.

The Creative Capital Group continued to show significant improvement over 1976, primarily due to better performance at Security Insurance. The results at American Research and Development were favorable compared to the 1976 second quarter, when there was a charge-off of an investment.

Outlook for 1977

With sales and earnings continuing to show substantial gains over 1976, Textron is expecting 1977 to be another record year, Mr. Miller said.

Sheaffer Exchange

FOR SALE: Floor sander, \$35.
Phone 372-4438 after 4 P.M.

FOR SALE: Used white gas dryer,
2½ yrs old, excellent condition,
\$75. Phone 372-5498.

FOR SALE: Bunk beds, good cond.,
Phone 835-5164 after 6:30 P.M.

FOR SALE: 16 channel Regency
scanner, 7 extra crystals, best
offer, Phone 372-5948 after 4 P.M.

FOR SALE: Cobra Cam 89, big stick
antenna, turner + 2 power mike, 50
ft of coax, \$300 or best offer,
Phone Danville, 392-8896.

FOR RENT: 3 room apartment, east
end, Ft. Madison. Completely re-
modeled, stove, refrigerator, heat
& water furnished. Phone Donnell-
son 835-5752.

FOR RENT: Nice 3 room apartment
furnished, heat & water included,
Phone Donnellson, 835-5752.



If you don't know who this is, you're not only missing out on some cheerful company but also some good bargains.

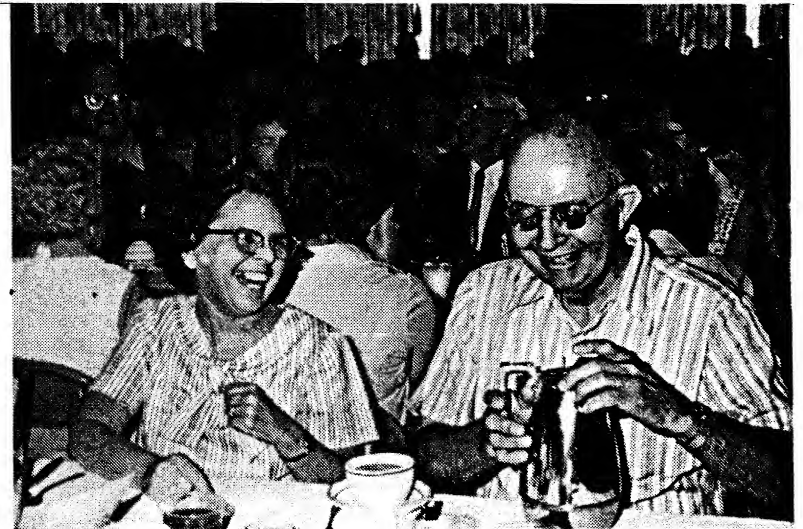
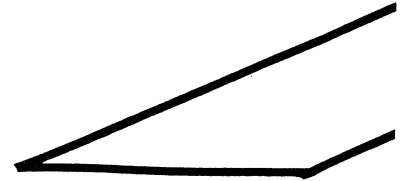
This is Gen Gross, from our Employee Store.

Check the back page of this newsletter & stop in to see what's new in our Employee Store.



TOP: Mr. & Mrs. Joe Heitz

Retirees'



RIGHT: Mr. & Mrs. Melvin VanWinkle



ABOVE: Louise Rempe
Marie Cross

On July 22 Sheaffer held its annual retiree get-together.

Many retirees met in the cafeteria at Plant I for lunch and then visited employees in their former work areas.

That afternoon in the auditorium Reverend Robert Means of Hamilton, Illinois, presented a slide show of his recent tour of Maine.

In the evening approximately 270 retirees

Reunion



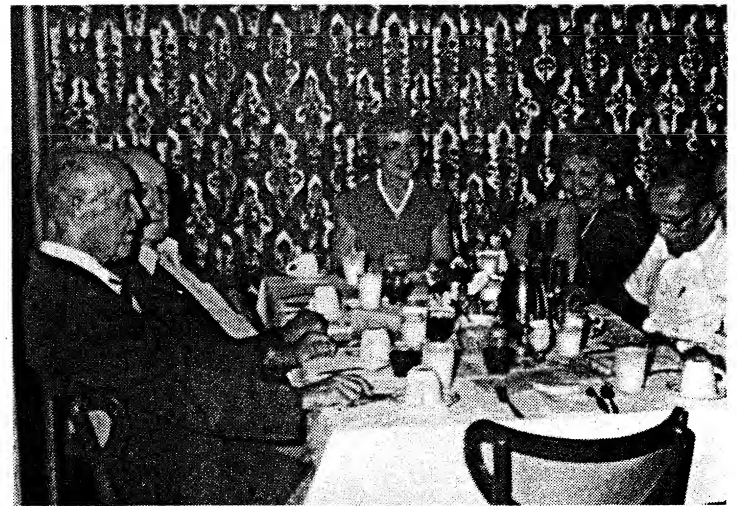
TOP: Loretta Schulte
George Dann
Geneva Simmons

LEFT: Mr. & Mrs. Stanley Shepherd

and guests gathered at the Fort Madison Country Club for dinner.

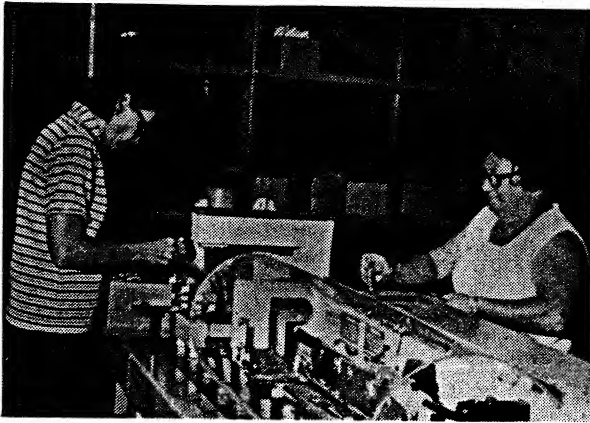
After brief introductions by Richard P. Canella, Vice President, and George L. Dann, Industrial Relations Manager, numerous door prizes and green plant centerpieces were awarded.

Drawing retirees from as far away as California, this annual event gives many former employees a chance to renew old friendships.



ABOVE: Leon Lewis
Delbert Devol
Gertrude Ketcham
Mrs. Dale Edlen
Dale Edlen
Rusty Ketcham

FACE to FACE



Betty Brewer

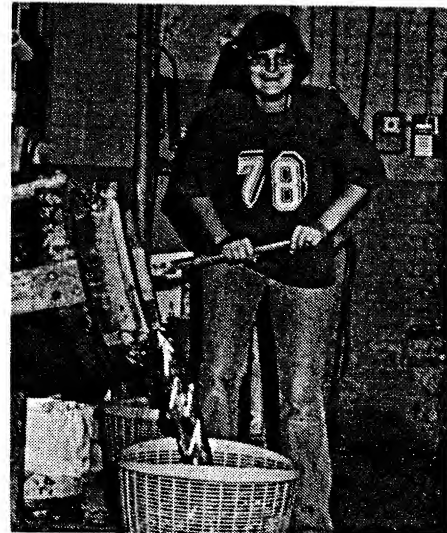
Mary Noble

A Sheaffer pen imprinted with a company's logo and advertising message is an ad to keep. As a custom shop our Litho Department works on orders and artwork received from Customer Services.

Approximately eighty-eight employees working over two shifts make up the Litho area, under the supervision of Ed Thorn, Customer Services Manager and Conrad Gillett, General Foreman.



Kathy Anderson



Kim Heidbreder

Through three printing processes Litho can reproduce onto a writing instrument almost any message or design a customer may desire.

Offset and contact printing are used for transferring an image to barrels and caps.

The hot stamp process is most commonly used for plastic desk bases and NoNonsense cap tops. Hot stamping actually presses the advertising design or copy into the plastic.

Once the pen or pencil has been printed, it is sent through the lacquer line to be sprayed with a protective finish. It is then assembled and packaged for shipping.

with LITHO



Venessa Cowens

As the instruments proceed through the Litho Department, they are inspected and/or sampled at least three times.

Some well known names and logos to roll off the ad specialty presses have been American Airlines, John Deere, NBC and McDonalds, to name a few.

As might be guessed, the NoNonsense ballpoint has been the most popular writing instrument purchased for advertising purposes.

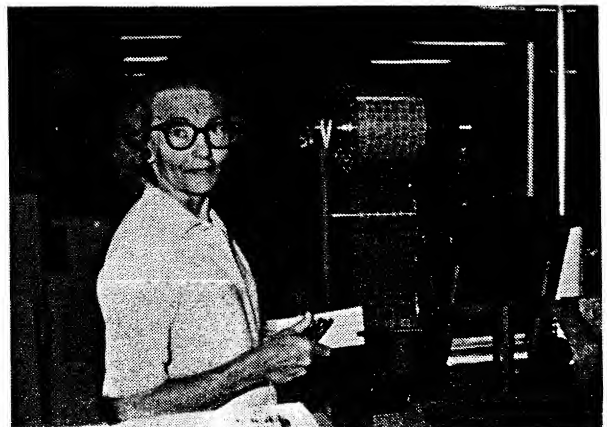
Since advertising is so important to businesses, many Sheaffer ad specialty customers have come to rely upon our products to promote



Doris Boeding

their services. Last year alone 40 to 45 thousand orders were processed through Litho, totalling approximately 14 million pieces run.

Cover Photos: Eula Lyon, Jean Helling, David Eppers, Connie Keller, Stephanie Doyle, Roger Steffensmeier.



Laverne Hartley

TEXTRON MERIT SCHOLARSHIP PROGRAM

Annually Textron awards a number of four-year, merit scholarships to qualifying sons and daughters of full time employees. Currently forty-one students are attending college under this program.

If your son or daughter would like to be eligible for a Textron merit scholarship, he or she must take the October 1977 PSAT/NMSQT tests. Most students taking the test in October will be first semester juniors and will be entering college in 1979.

This year's PSAT/NMSQT will be given in October in Ft. Madison. Please have your child register at his or her high school guidance office for the October 1977 testing.

Additional information on the Textron Merit Scholarship Program is available in our Industrial Relations Office.

RE-INTRODUCING ... ALLENE BIBY

Allene Biby, a Sheaffer retiree since 1974, with twenty-six years service in the Domestic and Export Shipping Department, is enjoying her retirement.

Having an interest in writing for the past ten years, Allene has now been able to grant more of her time to this interest. Her poems have appeared in the Burlington Hawkeye newspaper and in Lyrical Iowa, a book of poems and verses published annually by the Iowa Poetry Association. Her verses have also appeared in the Des Moines Register column "Over the Coffee," when it was written by Harlan Miller, Donald Kaul's predecessor.

Besides poetry and verse Allene also enjoys writing children's stories, two of which have been published in The Christian Magazine.

Allene has attended correspondence courses from various universities, as well as local adult education classes. She has also participated in a Writer's Workshop held at Ball State University, Muncie, Indiana.

With her keen interest in Fort Madison history Allene has written a poem about early settlers and soldiers in the days of old Fort Madison.

FORT MADISON

By the broad, sweeping bend of the river
At the close of a wearisome day
We poled our keelboats to a landing
For here we were destined to stay.

We knew there were hardships and danger
To be met in the new, virgin land,
But adventure is sometimes a calling
A challenge that men understand.

Under dark, watchful eyes then we labored
'Til factory and fort were both done
They were sturdy and strong and reliant
Our race against time had been won.

We bartered in lead, furs and blankets
Found the Indians friendly, and then
Once suspicion had risen among them
It never was peaceful again.

Came the night when we knew it was ended
And we crept to our boats, one by one,
Watched the flames from across the dark water
Take our fort, and its short life was done.



Allene Biby

- Allene Biby

It's a family affair....

Daughter, Mother, Granddaughter



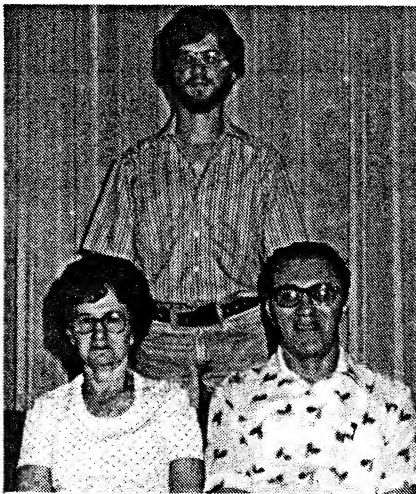
Phyllis Vradenburg, 422 - Plant Safety
Ester Holmes, 175 - Skrip
Terri Vradenburg, 143 - Press Forming

Sisters



Rosie Wagner, 150 - Plating
Jean Hawkins, 133 - Plastic Fab
Ruth Lamborn, 120 - Pen Point

Mother, Father, Son



Jeff Diton, 439 - Tool & Die
Annabelle Diton, 510 - Shipping
Dale Diton, 439 - Tool & Die

Brother & Sister



Bill Kress, 439 - Tool & Die
Peryl Kress, 150 - Plating

It's a family affair ...

At present Sheaffer Pen employs approximately 1,400 employees. When a company this large is located in a community the size of Ft. Madison, it isn't surprising to find relatives working together.

But it is pretty difficult to figure out who is related to whom. A rough estimate shows about 150 people working here have relatives also working for Sheaffer.

Pictured are a few employees who are related to each other and are also members of the "Sheaffer Pen family".

400 Visitors



Marie Huken and Marit Kristofferson



Esmail Penwala, Kezar Khokha and
Lola Schenck, tour guide, Customer
Services

During the last eight months over 400 people have toured Sheaffer Pen's Plant I operation. These tours are open to the public and have become increasingly popular.

Often our visitors are running tight schedules and since Plant I provides an interesting tour in itself, tours of Plants II and V are not usually scheduled.

Tour participants usually belong to an organization or are affiliated with a school group of some kind. However, some are just vacationers who stop by as they pass through town.

Generally the tours consist of a forty-five minute to one hour explanation and walk through the manufacturing departments. There are times when a school organization may request a tour of an office area such as Data Processing.

Recently Esmail Penwala of Bombay, India, and his son-in-law Kezar Khokha of Chicago toured our facility.

Mr. Penwala has been in the pen distributing business in India since 1937. He was a distributor of Sheaffer products until 1950 when India imposed an import regulation forbidding the import of foreign pens into his country.

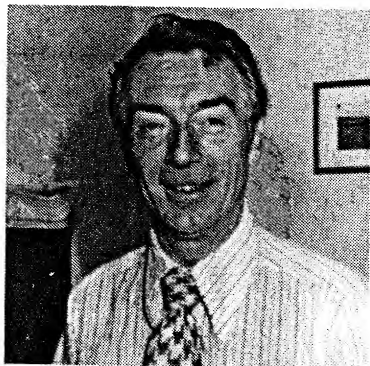
Mr. Penwala was impressed by the automated machinery of our manufacturing departments and also by our new Targa line.

Other foreign visitors to tour our Fort Madison facility were Mrs. Marie Huken and her niece, Miss Marit Kristofferson of Fredrikstad, Norway. They have recently been visiting their relatives Mr. and Mrs. C. Arthur Hansen.

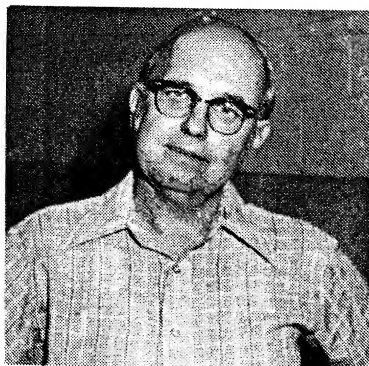
These Norway visitors were very impressed by the number of employees and machines needed to produce our writing instruments.

Mrs. Huken and Miss Kristofferson both expressed their admiration for our Kaleidoscope designs.

AUGUST ANNIVERSARIES



Norbert G. Harmeyer
Requirements Planning
35 years, August 14, 1942



William J. Schneider
Shipping Plant II
35 years, August 26, 1942



Robert F. Wehrman
General Selling
30 years, August 25, 1947



Marjorie F. Newlon
Service
25 years, August 25, 1977



Ruby C. Burdette
Litho
20 years, August 19, 1957



Leta J. Scott
Skrip
20 years, August 28, 1957

Sheaffer Pen
Employee Store

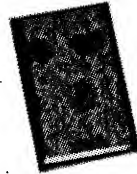
OPEN OVER 30 HOURS
EACH WEEK!

Monthly **SUPER
SPECIALS**



Gorham
**CRYSTAL
PITCHER**

15% off regular price



Eaton
PHOTO album

#19-286-40

13% off regular price

make room

for these buys:



Gorham
Silverplate

ladle

15%

off regular price

Gorham
Silverplate

picture frame
8x10

35%

off regular price

Gorham

moppet

#6525

50%

off regular price

**S
A
L
E**

SALE CONTINUES ON:

Sheaffer

W14 base

Walnut w/ leather insert

Retails for \$25

\$2

close-out price

Sale ends October 1, 1977

16

While supply lasts

face to face

SHEAFFER PEN

APRIL 1978

Energy News at Sheaffer

Sheaffer Pen will host an "Energy Efficiency Seminar" to be held Thursday April 27 in the Plant I auditorium. Engineering managers and other industrial managers from south-eastern Iowa will share their ideas on energy conservation.

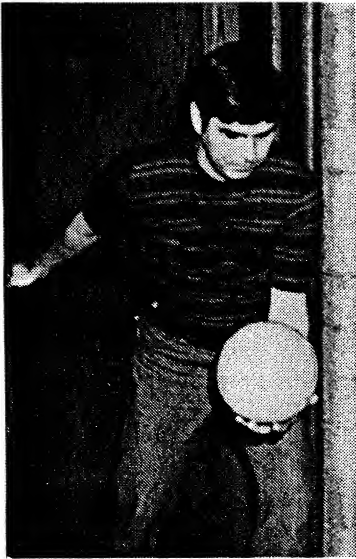
The day's agenda will include presentations by area representatives of natural gas, electric and petroleum companies, speaking on the future outlook of their respective power sources as related to industry. Other topics to be discussed include energy management systems, exhaust heat reclamation and boiler modernization. Raymond Taylor and James Rogers, Energy Coordinators at Sheaffer Pen, are scheduled to speak on past, present and future projects designed to improve energy efficiency at Sheaffer. The seminar, sponsored by the U. S. Department of Commerce, the Iowa Energy Policy Council and Sheaffer Pen, will close with a round table discussion.



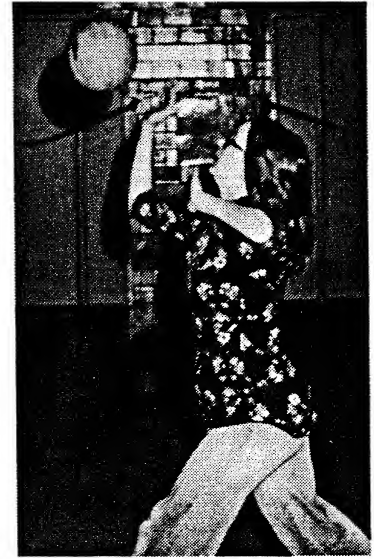
Foreman Bill Kramer and Randy Frice of the Screw Machine Department at Plant V are shown conserving energy by turning off unnecessary lighting.

In other related news, an "Energy Savings Competition" program was initiated here at Sheaffer on April 7. The program is designed to make all management aware of their responsibility to conserve Sheaffer's use of energy and to increase all employee's awareness of the energy crisis.

In the competition, wasteful energy practices are reported by Maintenance personnel to the Plant Engineering department, which then scores a penalty point against the offending section. The foreman or office supervisor whose section scores the fewest penalty points at the end of a month is declared conservationist of the month and awarded a gift certificate.



Bill Martz (Project Engineer) and Kathy Pindell (Data Processing) were two of the many Sheaffer employees who enjoyed getting out and limbering up on Monday nights in the city volleyball league. Bill and Kathy were teammates on the Pen Pals. Two other teams made up of Sheaffer personnel, the Tumblers and Tanglefeet, also participated in the league, which completed play on April 10.



FIVE ATTEND SEMINAR

Twenty four employees of Southeastern Iowa industries and businesses recently attended the "Seminar for Secretaries and Other Office Personnel" held March 18 at the Holiday Inn, Ft. Madison. Attending from Sheaffer Pen were Jan Carrell (Credit), Alice Hanselman (Metal Fab), Lavonna Rea (Tool Engineering) and Pat Roberts (Personnel).

The purpose of the seminar was to increase the effectiveness of those attending by providing them with the ability and know-how to improve their communication skills, understand themselves and their co-workers better, identify their personal and professional strengths, and build more productive working relationships. Time management, problem solving and the changing role of the secretary were also discussed.

Sponsoring the seminar was the Ft. Madison Chapter of the National Secretaries Association. It was conducted by Sharon Ward of Batten, Batten, Hudson & Swab, Inc., a Des Moines based management education and research firm.



After compiling over 44 years of service with Sheaffer Pen, Henry Rippenkroeger has retired, effective March 31, 1978. Henry started at Sheaffer in January 1934 in the Gold Nib Department. Over the years, he worked as a clerk in Production Planning (now known as Production Control), a Production Scheduler in Pen Point, an Inventory Planner, and finally, Component Planning Supervisor.

Henry has been a music lover for most of his life, actively participating in the city band and concert organization. Now that he's retired, he hopes to become involved with concert organizations on the national level. (Henry also plans to see the Minneapolis Symphony when they open their new concert hall this month.)

Henry and his wife Margaret live at 1101 Avenue D. They have one son, James.

From all of us at Sheaffer Pen, have a happy retirement, Henry!

retiree spotlight :

Like to travel? If you do, you would probably enjoy swapping tales of far away places with Letha Bradley, a sixteen year veteran of the Packaging department, who retired in 1976.

To say that Letha likes to travel would be an understatement, to say the least. Take last year for instance. Letha made not one, not two, but three trips to California. (Her sister, Leah, lives in Victorville, Ca.) "I love California," she says, "and over the years I've made the trip by train, airplane, car and bus. When I went by bus, I paid for my ticket with fifty dollars I received as a retirement present."

On one of her 1977 trips to the West, she also found time to go up the coast and see Washington and Oregon. And, as if that wasn't enough for one year, Letha viewed sites including Disney World, Cyprus Gardens and the Gulf of Mexico when she drove to Florida with her granddaughter, Jennifer.

Letha doesn't confine her traveling to the continental U.S. 1973 saw her visit Hawaii (where she just happened to bump into Col. Harlan Sanders, of Kentucky Fried Chicken fame), and in 1971 she vacationed in Europe, touching down in Holland, Switzerland, France, Italy and England.

Not all of Letha's time is spent on the road. While at home, she enjoys getting together with her four sons, Darrel, Dean, Don, and David, and her twelve grandchildren. In the mornings there is a good chance you could find her swimming at the YMCA.

Letha started work at Sheaffer Pen in April 1960, operating the bubble making machine, under Joe Heitz, and later, Rosie Moore. She received two HOW commendations and a PIP award before retiring in November 1976. Letha lives at #14 Busard's Court.



letha bradley



Match us up:

From when we were small...



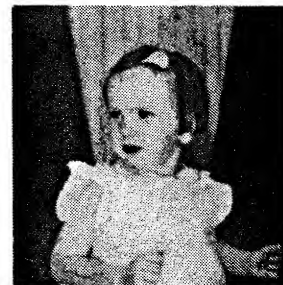
A



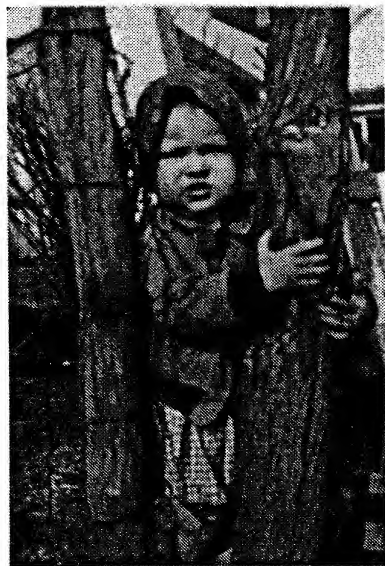
B



C



D



F



E



G

...to how we look today...

(Answers at bottom of page)



1) Diane Gabel
Metal Fab



2) Marlene Walters
Plastic Fab



3) "Boots" Rippenkroeger
Plating



4) Stephanie Doyle
Scrip



7) Beulah Hutson
Personnel



5) Ruth Ann Taylor
Metal Fab

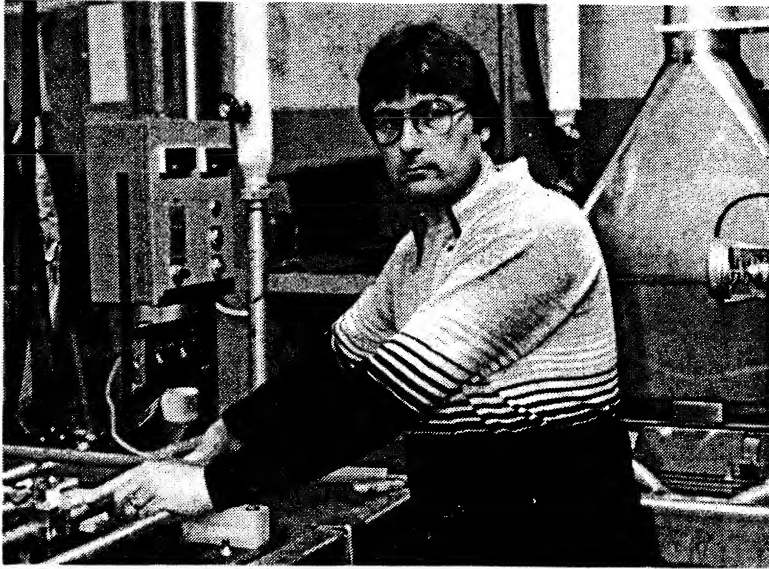


6) Terri Bolton
Credit

Answers: A - 2) Marlene Walters; B - 3) "Boots" Rippenkroeger; C - 6) Terri Bolton; D - 5) Ruth Ann Taylor; E - 7) Beulah Hutson; F - 4) Stephanie Doyle; G - 1) Diane Gabel

Operation of New

Plating Area Begins



George Clough

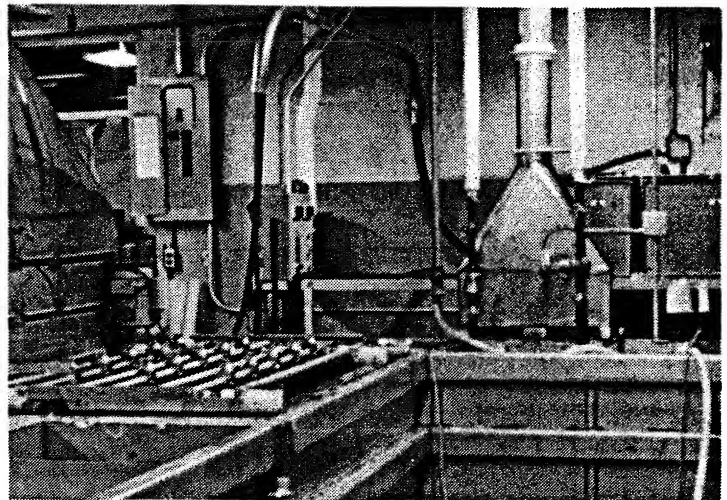
Operation of a new plating area began here at Sheaffer Pen in early April. The new area differed from other recent production projects because nearly all the design and construction was done by Sheaffer Personnel.

Constructed at a cost of about \$125,000, the facility consists of three lines which are used for all operations involving the plating of parts with precious metals (such as gold, silver-related processes and electro-blackening).

Industrial Engineer George Clough, who designed the area, reports that the new equipment and location should result in vast improvements over previous precious metal plating operations. Clough stated, "Located in a bad atmosphere, gold and silver will tarnish and the process is harder to control. By placing the three lines in a clean, sealed-off room complete with its own ventilation system, we can lower the level of plating scrap while improving quality. A centralized control console also increases efficiency and the two new larger gold lines should double our gold plating capacity."

The lines are constructed of stainless steel, which means a reduction in the amount of maintenance required. A gold reclamation system was installed to prevent any loss of the precious metal. The area will provide savings of about \$60,000 per year and cut the use of water by 30-50 per cent.

Under the supervision of Ray Taylor Plant Engineering Manager, members of the Sheaffer Maintenance department began their planning and construction of the facility in the fall of 1977.



Gold Plating Line

A lot of people like country and western music. Christel Sherwood, of the Service department, doesn't just like it - she sings and plays it (with a little help from her band, The Country Boys). She has even cut a record. It is called "Square Foot Mirrors" and she composed it herself. She co-wrote the flip side, "God's Foot Stool," with her mother, Nina Gilpin, a recent retiree from Plastic Fab.

Christel has been "in the business" for eight years. (Besides singing and composing, she also plays rhythm guitar and manages the group.) When she isn't busy making music, she enjoys listening to her favorites - Loretta Lynn, Dolly Parton, Johnny Cash and Buck Owens.



Trying to play their cards right at Bingo Night are Jerry, Bart, Carla and Rebecca Ford.

Jerry, Materials Manager at Sheaffer, says he is going to have to give up the game. "Last time I won so much it moved me into a higher tax bracket." (Our guess is that he was joking.)

Happy anniversary and congratulations to Dorothy Brewer who completed 35 years of employment at Sheaffer Pen on March 30.

Shown presenting a service award to Dorothy are Richard Canella, Vice President, and E. A. Serangeli, Credit Manager.



NOTE----- We have lost track of the following retirees: Durward B. Early, Viola N. Felhofer, Ruth G. Skinner Please contact Communications (#318) if you know their whereabouts!

Employee Gift Shop

EATON
DATED
AT-A-GLANCE
45% OFF OUR REGULAR PRICE

GORHAM
SILVER POLISH
10% OFF
OUR REGULAR
PRICE

GORHAM
STERLING CHILD'S BANK
10% OFF OUR REGULAR PRICE

CAMP
MEMO BOOKS
3 FOR 50¢

SALE

GORHAM
COPPER POLISH
10% OFF
OUR REGULAR PRICE

GORHAM
STERLING SILVER
SPOON RING
20% OFF OUR REGULAR PRICE

EATON
PHOTO ALBUM
20% OFF
OUR REGULAR
PRICE

GORHAM
SILVERPLATED CAKE KNIFE
15% OFF OUR REGULAR PRICE

face to face

SHEAFFER PEN JUNE 1978



Violet Hirschler
Export Packer
Shipping I
32 Years Service
Retired May 31, 1978

Five Retire in May



Reese Schmidt
Manager, Testing Lab
Product Development
32 Years Service
Retired May 31, 1978



Malcolm Evans
Foreman
Molding
39 Years Service
Retired May 12, 1978
(Malcolm is shown holding a
cake featuring a miniature
molding machine given to him
by employees of the Molding
Department.)



Pearl Butler
Merchandise Repairer
Service
16 Years Service
Retired May 31, 1978



Vera Brotherton
Light Production Operator
Plastic Fab
29 Years Service
Retired May 12, 1978

face to face meetings

FACE TO FACE MEETINGS CONTINUE TO BE AN EFFECTIVE MEANS OF ENABLING EMPLOYEES TO VOICE THEIR OPINIONS AND TO LEARN FIRST HAND FROM VICE PRESIDENT DICK CANELLA THE "WHAT AND WHY" OF OPERATIONS AT SHEAFFER PEN.

THE MEETINGS ARE USUALLY HELD EACH WEDNESDAY AT 9:00 A.M. IN THE 4TH FLOOR CONFERENCE ROOM AND ARE OPEN TO ALL SHEAFFER EMPLOYEES WHO HAVE QUESTIONS OR TOPICS THEY WISH TO DISCUSS WITH CANELLA. 8-10 EMPLOYEES ARE SCHEDULED TO ATTEND EACH MEETING.

IF YOU WOULD LIKE TO ATTEND A MEETING, PLEASE CONTACT YOUR FOREMAN OR SUPERVISOR AND SAY, "I'D LIKE TO SEE DICK CANELLA FACE TO FACE!"

SOFTBALL - IT'S A HIT!

SHEAFFER PEN'S THREE SOFTBALL TEAMS ARE OFF AND RUNNING FOR THE 1978 SEASON OF CITY SOFTBALL PLAY. AS OF JUNE 23RD, THE TEAM'S RECORDS WERE: AMERICAN LEAGUERS 4-1, NATIONAL LEAGUERS 5-2, WOMEN 1-1. PICTURED IS JOHN CONLEE, HARD HITTING MEMBER OF SHEAFFER'S NATIONAL LEAGUE TEAM. JOHN WORKS IN THE PACKAGING DEPARTMENT AT PLANT II.



smile!

THE BOY BEHIND THE MISCHIEVOUS GRIN IS TRAVIS DAVIDSON, SON OF AUDREY DAVIDSON, AN EMPLOYEE OF SHEAFFER PEN'S PLASTIC FAB DEPARTMENT.

Sheaffer Pen

FACE TO FACE

Face to Face is published at frequent intervals for the purpose of keeping Sheaffer employees and retirees and their families informed of the policies, plans, activities and personnel of our organization. Letters and news items are welcomed and should be sent to Communications, Sheaffer Pen, 301 Avenue H, Fort Madison, IA 52627.

Dan Temborius.....Editor

One For "Believe It Or Not"?

Dear Sirs: I recently received this most unusual letter from a gentleman in Arlington, Texas:

Dear Sirs:

I am the proud owner of two Sheaffer pens and I can say I enjoy writing with them very much. I am a World War II veteran of the European Theatre of Operations. I am retired and disabled now due to several ailments.

I have a very strange ability. I am able to write backwards with my left hand and forward with my right hand at the same time. I can also write upside down with my left hand and right side up with my right hand at the same time. My family doctor was really amazed when I demonstrated this ability. He asked me if it gave me a headache when I wrote upside down.

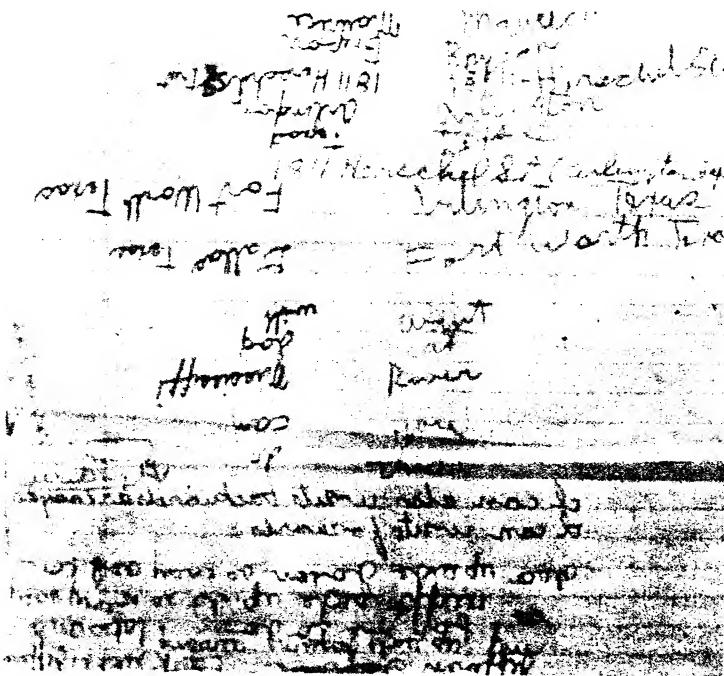
I have visual and motor control over both sides of my brain. I believe that I am only the second person in the world to be able to write in this manner. Included you will find examples of my strange handwriting ability.

Thanking you for your time.

I remain yours sincerely,

Maurice Bryson

1811 Herschel Street
Arlington, Texas 76010



At left is a photo copy of the letter containing examples of Mr. Bryson's unusual handwriting.



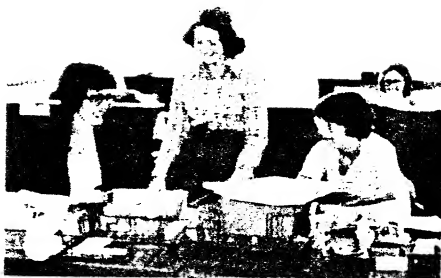
Ed Thorn



Lola Schenk

FACE TO

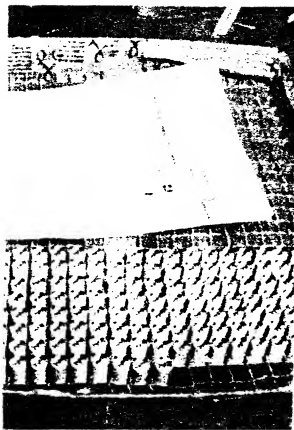
Achieving sales objectives and maintaining satisfactory customer relations is the duty of Sheaffer Pen's Customer Services area. Under the supervision of manager Ed Thorn, Customer Services consists of four major divisions: Domestic, International, Litho and Service/Return Merchandise. Currently, 143 employees work in the four divisions.



Sheila Cox, Genny Huls, Geri McBride

A major responsibility of Customer Services is the administration of the order handling system. Orders can be from one of four broad sales areas: export, retail/wholesale, advertising specialty or military. Customer Services takes orders for export and ad specialty sales while retail/wholesale and military orders go directly to Data Processing. After Customer Service correspondents receive an order, it is checked for completeness and clarity by order processors and priced according to Sheaffer schedules and policies. Ad specialty orders must also include an imprint die to produce the required company logo or advertising message. If the die is not already on file, department artists prepare camera ready art necessary to make a die by tracing, reducing and copying material supplied by the customer. Rubber stamps used to produce straight copy (a company name or advertising message consisting of lettering without a specific logo or design) are also made here at Sheaffer. After inspection, the die is attached to the order, which is then sent to Litho for production.

An important aid to the department is the customer service profile report. This report contains the status of all orders and provides information needed to determine steps that will keep products moving as fast as possible to the customers.



Ad Specialty Order



Sharon Malchow

CUSTOMER

FACE WITH...

The International division of Customer Services answers questions and handles problems for Sheaffer's foreign distributors, dealers, agents and consignment. Topics handled frequently by International include export/import licenses, orders, availability of merchandise, sales policies and shipping methods. International employees also inform local departments on the status of orders to be exported.



Betty Chock



Harold Mehl

Service after the sale is essential to any industry that wishes to maintain a good relationship with its customers. At Sheaffer Pen, "good-will" work is performed by the Service/Return Merchandise division of Customer Services. Dealer and customer complaints and problems, as well as any defective products, are turned over to the Service Department. Service employees require a thorough knowledge of repair policies, guarantees and applicable charges to properly evaluate customer requests. Repairs are made here, or if a repair is not possible, the customer is informed of alternatives such as a trade-in or substitution. Writing instruments aren't the only items returned to Service. According to Ed Thorn, "Every once in a while we'll get a customer's shirt that was stained by a product that leaked ink. We send it up to the lab and let them work on it. If the stain won't come out, the customer is reimbursed for the cost of the shirt." Dealer aids, including advertising materials and samples of actual merchandise are stocked for release to distributors by the Service Department.



Sue Ruiz and Jackie Lowery

The many varied duties performed by members of Customer Services all add up to one big job: keeping the customer satisfied.

SERVICES



Doug Duncan



Connie Reuther, George Biggs

retiree spotlight



"I just can't understand it when I hear someone say they can't find the time to get anything done during their retirement." Those are the words of Ruth McFarland, a former Sheaffer Pen employee who served 16 consecutive years before retiring in 1967.

Finding time to help her community is no problem for Ruth. As a Red Cross volunteer, she aids the Ft. Madison Community Hospital by delivering mail, helping to situate patients in their rooms and working occasionally in the gift shop. One afternoon each month, Ruth types and maintains a list of donors for the local blood bank as well as working in the bank's mobile unit when needed. (She has had plenty of typing practice since her years at Sheaffer were spent in a secretarial capacity.)

Ruth is a past staff chairman of "Meals-on-Wheels", a program funded by the Ft. Madison Council of Churches which delivers meals five days a week to senior citizens and recently dismissed hospital patients.

She is also a deaconess at the First Christian Church and she still finds time to attend a weekly sewing group and a ceramics class.

Ruth actually worked at Sheaffer for nearly 31 years. Before rejoining the company in 1951, she worked 15 years in the Purchasing and Ballpoint Departments. During her "second career" she performed secretarial duties for Executive Vice President George Beck, and later, Leon Black, Vice President, International.

Working here in the 50's and 60's, Ruth saw the introduction of many important new products, including the Snorkel fountain pen, the first Sheaffer cartridge pen and the stainless steel tipped ballpoint. She retired August 31, 1967.



Ruth is the mother of four children: Walter (nicknamed "Corky") living in Kodiak, Alaska; Robert, in Toledo, Ohio; Jo Ann Myers, in Henderson, Kentucky and Jean Figert in Princeton, Kentucky. Ruth lives at 609 R Lane in Ft. Madison.

ruth mcfarland



Building Improvements Continue

Building improvements are progressing at Sheaffer Pen. The D. C. Taylor Co. of Cedar Rapids, Iowa, began work in early May to clean and waterproof the brick walls of Sheaffer's main plant.

Ray Taylor, Plant Engineering Manager, stated, "The processes used on the job are called tuckpointing and hydro-blasting. Tuckpointing involves caulking and then filling in all cracks with mortar. This is done to protect against possible leaks. Hydro-blasting is a process which cleans the brick with a high pressure jet spray (800 lbs./sq. in.) consisting of water and an abrasive." Taylor also stated that metal window work and flashing would be re-caulked and re-painted where necessary. The work is expected to be completed by the end of June.

Cracked sidewalks west of the Avenue G and Avenue H employee entrances have also been repaired. Four temporary employees have been added to the Maintenance Department for the purpose of painting equipment and some outside areas of the main plant. Another major improvement project scheduled for the near future is the installation of new roofing over most of Plant I.



ALL HOURLY EMPLOYEES:
PLEASE READ THIS CAREFULLY!

The labor agreement which went into effect April 15, 1978, contains certain changes that may affect each hourly employee of Sheaffer Pen. Some of these changes are in the area of increase in work force, specific job recall, department advance bids and job posting. In an effort to keep all hourly employees informed, "Face to Face" is using these pages to print the sections of the contract which cover these changes. Please read them carefully. If you have any questions concerning this material, contact your foreman. Any supervisors with questions should contact Ron Smith, Labor Relations Manager, at extension 321.

Section 3. Increase In Force

When a vacancy occurs, it will be filled in the following manner:

1. Shift preference forms will be reviewed. Employees actively employed in that specific job will be placed by preference and seniority.
2. In the event there are actively employed people who are laid off or bumped from a specific job in rate groups 2 or 3 and who have voluntarily submitted a Specific Job Recall Card to return to that job, the last permanently assigned employee on that job will be offered such job.
3. Next the Company will review all Department Advance Bids of those actively working within the department in rate groups 2 and 3. Department Advance Bids will be used for job placement in rate groups 2 or 3 within a department before a plant-wide specific job posting is determined.
4. Next the Company will recall in seniority order those active employees who were involuntarily laid off or bumped from that classification. Skilled Trades employees as listed in Appendix A will be recalled to their classification in reverse order of layoff.
5. The vacancy will be posted plant-wide and integrated with plant-wide advance bids.
6. Employees on layoff outside the plant will be recalled. All employees so recalled, except in skilled trades as listed in Appendix A must accept the recall or sever their seniority.
7. Hire from outside the plant.

Each of the above steps will be followed in order until the vacancy is filled.

A. Specific Job Recall

Any employee laid off or bumped from his permanent and specific job in rate group 2 or 3 is eligible and responsible to submit a Specific Job Recall Card, which entitles such employee to recall rights as specified in Article 4, Section 3 - Increase In Force.

B. Department Advance Bids

In the event any job vacancy occurs in rate groups 2 or 3, consideration shall be given to employees where the vacancy occurs within that department in rate groups 2 and 3, provided those employees have filed department advance bid cards and step three has been reached in the Increase In Force order.

1. Department Advance Bid Cards will be maintained by each department.
2. Employees may file a D. A. B. card for any specific job vacancy within wage groups 2 and 3 within their department.
3. An employee may withdraw the D. A. B. card by simply signing off the original D. A. B. card on the line marked withdraw.

4. The signed D.A.B. card will be valid if it is on file (not withdrawn) at the time the job vacancy occurs.
5. Department Advance Bids will be honored by seniority and ability in each of rate groups 2 and 3 until no one in the department in the affected rate groups has a D.A.B. card on file. At that point, job vacancies would progress to step four of the Increase In Force section (classification recall).
6. The placement of a qualified Department Advance Bidder will be done without a trial period and with no restriction on any subsequent bidding.
7. Employees in rate group 2 and 3 are restricted from plant-wide bidding on rate group 2 and 3 vacancies within their department.

C. Job Posting

In the event a vacancy occurs in rate groups 4 or above to which no employee has a right of recall, the following will apply:

1. The Company shall post plant-wide those vacancies for one (1) day in order that employees may apply for those vacancies. Saturdays, Sundays, Holidays, Inventory Periods and Plant Shutdown days shall not be counted.
2. Eligible employees within the bargaining unit may apply for the vacancies by signing the plant-wide postings or submitting plant-wide Advance Bids.
3. The Company will fill vacancies from among the bidders, providing they have the qualification considering the following: a) Seniority, b) Physical ability, c) Demonstrated ability and efficiency, d) Previous satisfactory experience within the classification as shown on the employee's permanent employment record. Where b), c), and d) are relatively equal, a) shall govern.
4. The successful bidder will be given a reasonable trial period, as posted, and not to exceed fifteen (15) working days, except there will be no trial period for vacancies filled through the Department Advance Bid procedure. This posted trial period may be shortened or extended by mutual agreement between the Union and the Company.
5. An employee awarded a job with a trial period shall be returned to the job held at the time of the original plant-wide bid if the employee: a) Is physically unable to perform the work, b) Has failed to qualify during the posted trial period, as determined by the Company, c) Elects during the posted trial period not to accept assignment to the new job vacancy.

Once an employee's trial period is completed, he shall have no further claim to the old classification except through the downgrading procedure.

6. Employees may move upward from one wage group to a higher ranking wage group by plant-wide bid as many times as they wish. Whenever an employee moves laterally (in the same wage group) or downward (to a lower ranking wage group) by plant-wide bid, said employee shall be denied any additional plant-wide bids during the following twelve month period in the same or any lower ranking wage group from which he bid laterally or downward. However, the employee may make upward plant-wide bids from the wage group from which they bid laterally (or downward) during the twelve month restriction. If the employee is subsequently involuntarily downgraded to another job classification in the same or lower ranking wage group, the employee shall be permitted one (1) additional plant-wide bid (in any wage group) during such twelve (12) month period.

When an employee elects not to accept a plant-wide bid assignment, said employee shall be denied any additional plant-wide bids during the following ninety (90) days. The foregoing restrictions do not apply to D.A.B., there will be no restrictions as a result of department advance bids.

7. Once a plant-wide posting is made, it will be used as a valid source of bidders to fill those specified job requirements as they may arise for a period not to exceed ten (10) working days.



Dale Diton
Tool and Die Maker
Tool and Die
35 Years



Juanita Jaciunde, Light Production Operator, Plastic Fab, 30 Years (Shown presenting a service award to Juanita are: (l to r) Dick Canella, Vice President; Bud Covington, Manufacturing Manager and Verle Johnson, General Foreman.)

Willa Mae Jefferson
Production Inspector
Metal Fab
35 Years



Sheaffer Anniversaries

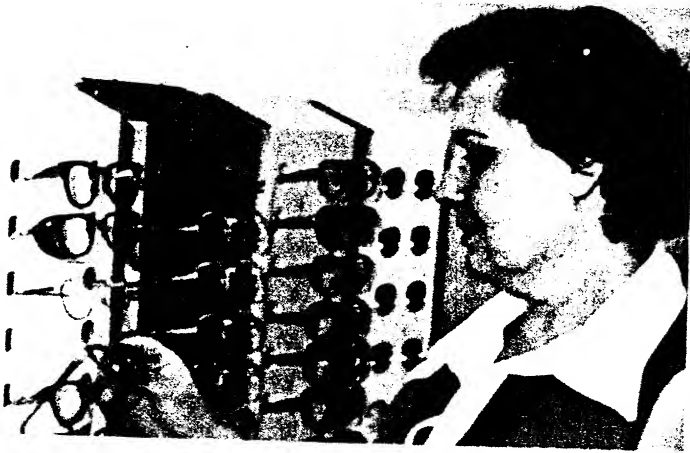
(Below) Florence Raines, General Clerk "C", Production Control, 30 Years (Florence is pictured receiving her service award from Dick Canella, Jerry Ford, Materials Manager and Alk Lueth, Production Control Manager.



Dave Hauck
Production Superintendent
Plating
30 Years



(Not Pictured)
Joyce Scanland
Secretary "C"
Product Development
30 Years



EYE CARE CENTER OPENED

Sheaffer employees can now purchase prescription safety glasses in the Fendall Eye Care Center which opened recently at Plant I.

Marge McDaniel, Litho Dept., selects her favorite style of frames...

Glasses are available in many new styles for men and women, with a wide selection of colors and materials at savings of up to 50% off the

usual retail prices. Employees wishing to purchase safety glasses will be fitted free of charge by Fendall optician P. J. Brunsvold. Prescription forms to be completed by an optometrist can be obtained at the eye care center, located across from the auditorium on the 3rd floor. Ordering, fitting and pick-up of safety glasses will be handled right in the main plant. Free professional adjustment of safety glasses will also be available, as well as free repairs. To ensure quick replacement in case of loss or breakage, prescription files will be kept at Plant I.

Factory and office employees who require safety glasses on their jobs can arrange for an appointment at the center through their foreman or supervisor. The center is open each Wednesday at 6:50 a.m.

The service allows employees to take care of their eye care needs without delays, time-off, travel and parking expense.



...and has her safety glasses professionally adjusted by Fendall optician P. J. Brunsvold.

employee gift shop

SUMMER SALE!

DON'T MISS THESE BARGAINS!!

50% OFF

SHEAFFER EATON
DATED WEEK AT-A-GLANCE
(#70-104)

20% OFF

SPEIDEL LADIES BRACELET
(#2316)

20% OFF

SPEIDEL 18" SILVER
NECKLACE (#1339)

HURRY!

FOR SALE:

SHEAFFER EATON
MISCELLANEOUS DESK
BASES - ALL TYPES,
SIZES AND PRICES!!

BUY NOW, WHILE
SELECTION
IS
GOOD!!

SHEAFFER EATON
DAISY DOTS STATIONERY

25% OFF

SPEIDEL

MEN'S BRACELETS:

(#1339 AND #1412)

20% OFF

SHEAFFER EATON

CHERRY BLOSSOMS STATIONERY

25% OFF

Face to Face

September 1978

- * Rolling Ball, Write Match Introduced
- * Reviewing the Contract: Overtime Distribution
- * The American Economic System



Who wouldn't be smiling if they had their hands on \$21,000 worth of gold? (above) Pictured outside the gold vault in the Pen Point Department are members of the International Student Exchange of Iowa during their recent tour of Sheaffer Pen. (left to right) Xavier Behaghel, Paris, France; Aine d'Agata, Bordeaux, France; Virgilio Altoe Fo, Vitoria, Brazil; Veronique Dubray, Tours, France and Imre Takacs, Waterloo, Iowa. Mr. Takacs is originally from Hungary and serves as president of the exchange. (right) During their tour, the group also visited the Metal Fab Department, where they took time to get acquainted with employee Ted Houston.



Sheaffer Pen Employee Store Hours

Monday
and 6:30 a.m. - 8:00 p.m.
Wednesday 9:00 a.m. - 1:00 p.m.

Tuesday,
Thursday and 8:00 a.m. - 1:00 p.m.
Friday 1:30 p.m. - 4:00 p.m.



Activities Committee Offers Bus Trips

Sheaffer Pen's Activities Committee offered two bus trips for September and October.

Tickets sold out quickly for a three-day trip to Nashville, Tennessee and the Grand Ole Opry for the weekend of September 15, 16, and 17. The trip repeated the schedule of the June Nashville trip, with stops at the old Ryman Auditorium, the Country Music Hall of Fame, Opryland and the Grand Ole Opry, to name a few.

On Saturday, October 7, six buses will leave for Six Flags Over Mid-America in St. Louis, Missouri. Six Flags features over 100 rides, shows and attractions, including the 250-foot Sky Chuter parachute drop and the Screamin' Eagle roller coaster. The day promises to be great fun for kids of all ages. Departure time is 6 a.m. from the parking lot just west of the main plant. Arrival back in Ft. Madison is scheduled for approximately 10 p.m.

The trips were open to all Sheaffer employees, retirees and their families.



Sheaffer Pen's prize-winning float.

Rodeo Parade Float... Another Winner

Sheaffer Pen employees have done it again. For the second straight year, they constructed a float which captured first place in both the Nauvoo Grape Festival and the Tri-State Rodeo parades.

Working around the theme of this year's rodeo parade, "This Old Cowboy," float committee members Chuck Zehme (Chairman), Bill Martz, Carol Hanna, Pat Roberts, Peggy Pohlpetter and John Gerber decided to feature two cowboys on the float - one went through the motions of branding

a steer while the other shot a squirt gun at crowds along the parade routes. Assisting the committee members with construction of the float were Ron Smith, Rich Rump, Lynn Martz and Jerry Digney. Mechanics for the moving parts were designed by Zehme, Bill Martz and Digney. Lumber, chicken wire, tubing, ping pong balls, sheeting, motors and a water pump were used in the float's construction, which required less than two weeks to complete. Funds for the project were provided by the Sheaffer Activities Committee.

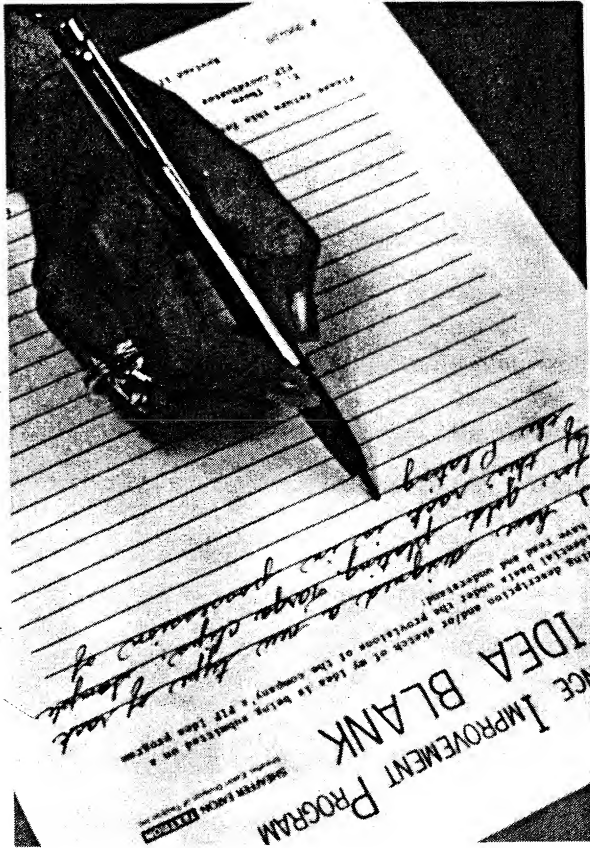
Face to Face

Dan Temborius/Editor

Face to Face is published at frequent intervals to inform Sheaffer Pen employees, retirees and their families of news and developments which relate to our company. Comments and news items are welcomed and should be sent to:

**Sheaffer Pen
Communications
301 Avenue H
Ft. Madison, Iowa 52627**

World-Wide Introduction for Rolling Ball



Targa Model 1007 Rolling Ball Pen

The latest in the long line of Sheaffer writing instrument styles, the Rolling Ball Pen, saw its introduction into world-wide markets on August 1, 1978.

Work on the Rolling Ball project began back in 1974 with the testing of similar products sold by competitors. Design and development of the Sheaffer Rolling Ball began in January 1976. One year later, in January 1977, the pen was released to Canadian test markets, where consumer reaction was very positive. Its introduction in the United States followed in the spring of 1978 and the product has been available in countries around the world since August of this year.

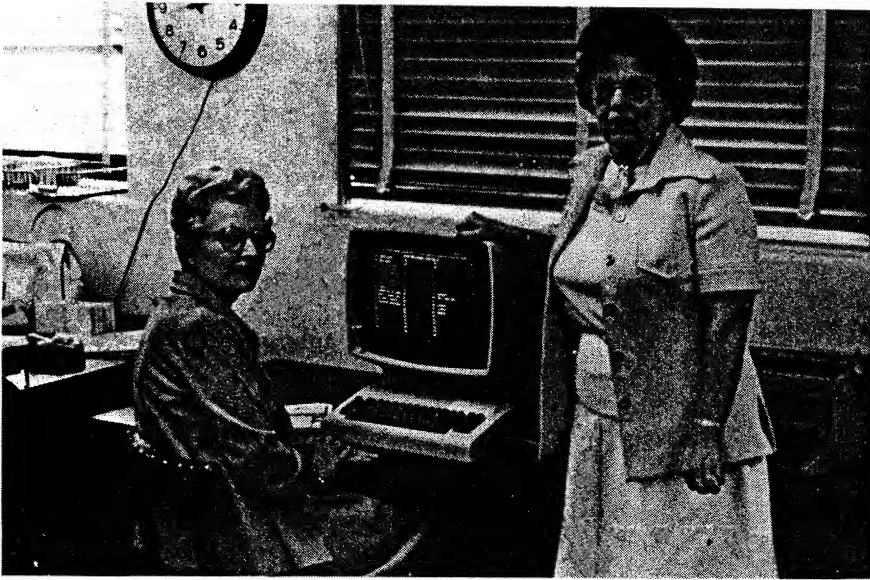
The Rolling Ball Pen can best be described as a combination of hard-tip marker and ballpoint. The cartridge tip contains a ball that actually rolls in a plastic socket as you write, giving a smoother writing action while requiring less pressure than conventional ballpoint. However, the tip is capable of making carbon copies.

NoNonsense, Kaleidoscope and Targa models of the Rolling Ball are available. During the test market phase, black and blue ink colors were offered. Red and green refills have since been added.

The design and development of the new pen was done by the Product Development Department, working closely with Domestic and International Marketing. Coordinator of departmental efforts of design, testing, documentation and final product approval was Steve Hohl, Project Engineer. Since promoted to Development Engineering Manager, Steve reports that the Sheaffer model stacks up well against its competition. "Testing has shown that our Rolling Ball has a better tip to tip uniformity, or more consistent ink flow, from refill to refill." Hohl went on to state, "I also believe that our model has a smoother action and is less dry or chalky to write with than some of the other rolling balls we've tested."



Kaleidoscope line of Rolling Ball Pens



Roseann Strunk

Rose May Briggs

Face to Face with Accounting



Doris Krieger

An industry the size of Sheaffer Pen deals with millions of dollars each year. Naturally, close tabs must be kept on such large sums of money in order to insure smooth operations. The "tab-keepers" at Sheaffer Pen are the thirteen employees of the Accounting Department, working under the supervision of manager Walt Walz.

Generally speaking, the principle responsibility of the Accounting Department is to assist Sheaffer Eaton operating managers to achieve goals and objectives by providing them with timely financial data and reports. To accomplish this function, department members must continuously maintain accurate records by using existing systems as well as implementing new systems and procedures to meet the changing needs of Sheaffer Eaton.

Accounting, located on the 4th floor of Sheaffer's main plant, includes four



Frank Dodge

major functions: 1) cost accounting, 2) payroll, 3) general accounting and 4) budget.

The cost accounting area, headed by Larry Gobble, processes transactions to maintain an accurate dollar balance of book inventory. Among their duties are coordinating the annual physical inventory counts and audits, developing and maintaining standard costs, coding invoices, pricing components parts orders for shipment to Sheaffer foreign operations and handling interplant charges and credits. Cost accounting also keeps track of all subsidiary gold transactions, ensuring proper gold balances and inventory control. Employees working in this area are Frank Dodge, Pat Berry, and Lucy Hellweg.

Seeing that nearly 1500 Sheaffer employees are paid correctly and on



Bonny Crawley



Thelma Peterschmidt



Sandy Bremhorst

Walt Walz



Don Thompson

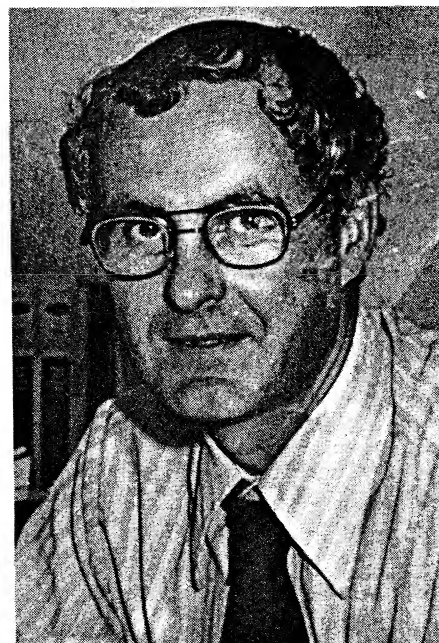


Joan Gross

managers to gather information needed to prepare an annual budget and revised budgets that are issued throughout the year. Upon completion, the annual budget is submitted for approval by Accounting Manager Walt Walz, Controller Roger Stephenson and Vice President of Operations Dick Canella.

Both the budget and general accounting area are supervised by Don Thompson. Aiding Don in the preparation of the budget is Marcella Mathys. Thelma Peterschmidt, Joan Gross, Doris Krieger and Bonny Crawley handle general accounting duties.

With only fourteen employees, Accounting certainly isn't the largest department at Sheaffer Pen, but it's easy to see that their work, from budgets to payrolls, affects each and every one of us.



Larry Gobble

time is the job of the three members of the payroll area - supervisor Sandy Bremhorst, Roseann Strunk and Rose May Briggs. Tax reports, including information on F.I.C.A., state and federal income taxes withheld from all paychecks, are prepared here before being sent to Textron headquarters in Providence, Rhode Island. Much of payroll's work is highly computerized.

The general accounting area is responsible for maintaining the general ledger and preparing various monthly financial statements. Other duties of general accounting include handling of incoming cash, paying bills, state sales and use tax reporting and preparation of miscellaneous monthly and quarterly reports required by Textron.

No business can expect to operate efficiently without adhering to detailed budgets. Each year, the budget area works with the various department



Lucy Hellweg

Pat Berry

Marcella Mathys

The American Economic System...

and your part in it.

How It All Started

The United States in its 202 years of existence has grown to be the economic wonder of the world, bringing forth a richness from its farms and factories unprecedented in all history. During this period, we have also enjoyed a unique form of democratic government that has been an inspiration to freedom-seeking peoples throughout the world. As we now move into our third century as a nation, we should be aware of the very important connection between our economic progress and the vitality of our democratic form of government.

The series of articles that will appear in future issues of *Face to Face* will present some of the economic principles upon which America's prosperity has been built, and upon which we can continue to progress during the years ahead.

Because we have a democratic government, our country goes where we - all of us together - decide we want to take it. Only if the choices we make are based upon an adequate understanding of our economic system, can these choices be made wisely. And informed decisions are essential if we are to be successful in meeting our future economic and social challenges at home and abroad.

In the simpler days of our country's past, when most Americans lived on farms, much trade was by barter, with exchange of crops, such as corn or tobacco, for cloth or nails or sugar. Now we shop in a variety of stores, some offering more than 7,000 items-- and we pay with cash, checks, or charge it. This reflects some of the enormous changes that have occurred in our economy.

Today we live in a time of rapid, challenging and sometimes bewildering changes. To deal with these changes-- in jobs, in relations between people, in communications, in technology, in commerce--requires much more knowledge than was needed in the simpler society we once had. Most of these changes involve economics.

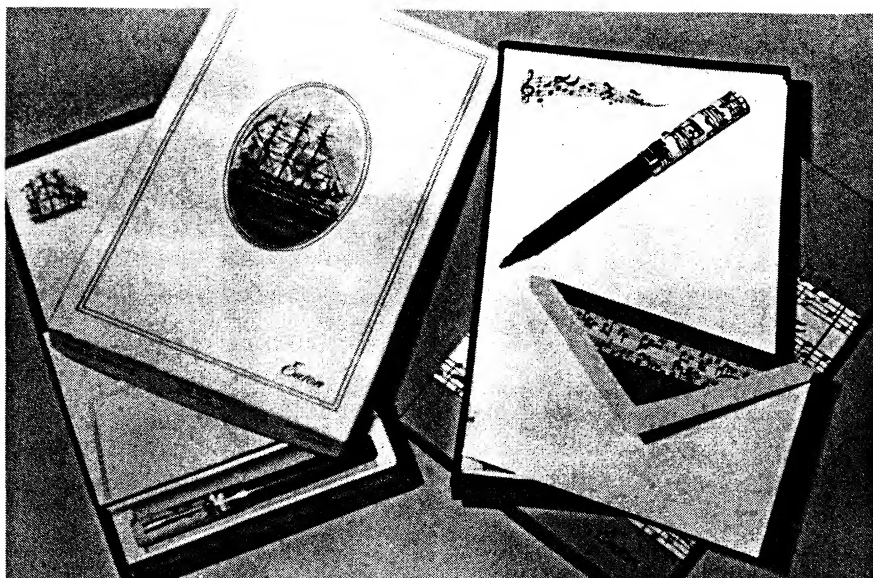
Economics may be puzzling to many of us, yet we probably understand it far better than we realize. It is what we put into practice every day when we exchange our work for our wages and again when we exchange our wages for the various things we buy. When we borrow money or buy a car, we are making economic decisions that are just as important in their own way as economic decisions made by businesses and governments. When we vote on bond issues and for political candidates we are actually helping to shape the economic decisions of government.

So although the subject of "economics" may sound a little complicated, it is really an everyday part of our lives. All the parts fit together, from a purchase at a neighborhood store to the sale of shares of stock by a corporation or an order from a foreign country for new jet aircraft.

Yet, our economic lives are always changing, and we are continually faced with new situations. More than ever before, we now have to deal seriously with the problem of limited resources. Where we once thought in terms of unlimited resources, we are now increasingly aware that our own supplies of many vital resources-- such as oil--are inadequate to meet our present needs, let alone those of future generations. This means we have a whole set of new decisions to make, and we should learn more about them.

In upcoming articles in the series we will discuss how economics is involved in our daily lives, and we will see how basic economic concepts affect decisions made by consumers, producers and governments. It is these important decisions which will help determine how well our economy meets our needs, now and in the future.

Taken from a booklet prepared in the public interest by the Advertising Council and the U.S. Department of Commerce in cooperation with the U.S. Department of Labor.



Write Match Set for Fall Ad Intro

Sheaffer Eaton is using the print media for a new product introduction and two new phases of current advertising campaigns.

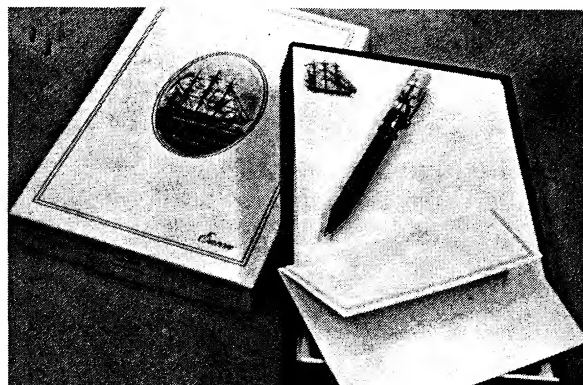
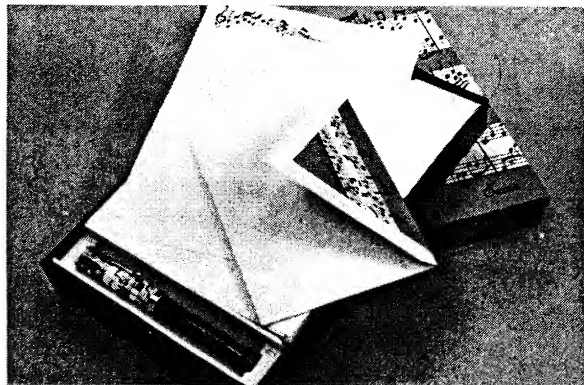
Write Match, a combination of decorated Eaton stationery and a coordinated Sheaffer Kaleidoscope ballpoint pen, will be introduced in September with full page, four-color ads in *People*, *Psychology Today*, *Glamour*, *McCall's*, *Ladies Home Journal*, *Redbook*, *Mademoiselle*, *Cosmopolitan* and *Ms.*

According to Bill Wendell, Sheaffer Eaton Writing Instrument Product Manager, Doyle Dane Bernbach, Inc. will attempt to place the ads directly behind ads for the Kaleidoscope line of fashion decorated writing instruments.

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In August, Sheaffer launched a new, all-print campaign for the Targa line of pens, pencils, ballpoints and markers. The half-page, black and white ads position the instruments as fashion accessories and will run through Christmas in *People*, *The New Yorker*, *The Wall Street Journal*, *The New York Times Sunday Magazine*, *Playboy*, *Newsweek*, *Time*, *McCall's*, *Ladies Home Journal*, and *Sports Illustrated*. The Kaleidoscope and Write Match ad campaigns will end shortly before the holiday, Wendell said.



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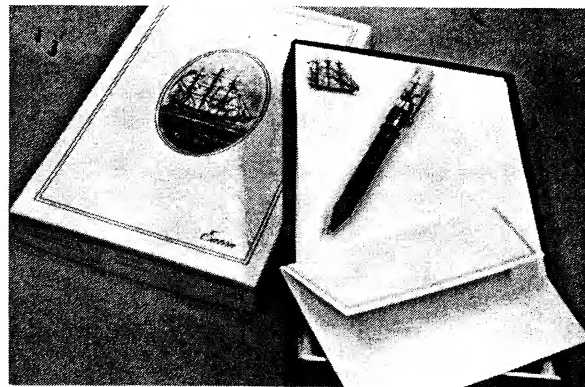
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Retirements...

After 4 years service, Louise Walker retired from Metal Fab on September 30.



Richard Reichelt, Tool and Die, worked at Sheaffer Pen for 33 years before retiring on July 31, 1978.



A 32-year veteran of Sheaffer Pen, George "Tiny" Biggs, Service, retired on September 22.

and Anniversaries

August 16th marked 35 years at Sheaffer Pen for Arla McDaniel, Desk Stand.



Pen Point's Ruth Lamborn celebrated her 35th anniversary with Sheaffer Pen on August 1.

Reviewing the Contract: Overtime Distribution

One of the major changes in the new contract is Article 6, Overtime Distribution, Section 2, Notification. This section covers the two types of overtime (scheduled and unscheduled), when an employee will be notified of overtime and procedures both the employee and the company are to follow concerning the overtime sign-up sheet.

The basic difference between scheduled and unscheduled overtime is that scheduled overtime must be known by the company to be necessary at least 36 clock hours before the start of the overtime. All other overtime is unscheduled, requiring no notification of employees by the company. See Section 2 (b).

The intent of overtime notification is to inform employees of the overtime as soon as possible. On weekend overtime every effort will be made by the company to notify the affected employees by the previous Thursday. When scheduled daily overtime is required, affected employees will be notified no later than the previous day. See Section 2 (a-c).

The overtime sign-up sheet is intended to allow

employees to indicate their desire to work scheduled overtime on a particular day. The important things to remember about the sign-up sheet are: 1) The sheet is posted at the beginning of each week and is taken down on Wednesday at noon (later on Wednesday for rotating shifts). 2) The period that you can sign up for is seven days, starting on the following Saturday and ending seven days later on Friday. 3) If you want to work overtime you must sign the sheet for that week. 4) If you change your mind about working overtime after having signed the sheet and before the sheet is taken down, see your foreman about removing your name from the list. If you have not made arrangements to have your name removed from the list before it is taken down, you are obligated to work. Section 2 (d) 1-7 covers the overtime sheet.

Article 6 of the contract appears below. Please read it carefully. If you have any questions concerning this material, contact your foreman. Supervisors with questions should contact Ron Smith, Labor Relations Manager, at extension 321.

ARTICLE 6 OVERTIME DISTRIBUTION

Section 1. Overtime Assignment

- (a) Overtime work will be assigned to the employee or employees who normally perform the work.
- (b) If overtime work is required on an operation where only one employee is regularly assigned, that employee will be scheduled to work.
- (c) If overtime work is required on an operation where two or more employees are regularly assigned, the overtime will be assigned to the employees in the order of seniority.
- (d) Where all employees within a department refuse overtime work, such work will be assigned to the junior qualified employees within that department.

Section 2. Notification

- (a) Employees required to work overtime will be notified as soon as possible by management. In the event of Saturday or Sunday overtime, every effort will be made to notify the affected employee no later than the preceding Thursday.
- (b) Scheduled daily overtime, that which is known thirty-six (36) clock hours in advance, will be assigned no later than the previous day.
- (c) All other daily overtime will be kept at a minimum and affected employees will be notified as soon as possible.
- (d) In order to minimize inconvenience to employees and the company each employee who desires to work overtime, (either scheduled daily or weekend overtime, but excluding other overtime as in Section 2 (c) above,) must personally register that intention by signing a form provided in their department between the start of the work week and noon on Wednesday each week. Any alteration or change which will be recognized by the company once an employee signs an intention to work overtime form, must be initiated by a management representative in the department. Overtime will then be assigned according to Section 1 above with the following provisos:

1. If no employee indicates a desire to work overtime on any needed assignment on a given week, the company will automatically assign qualified employees by shift in reverse order of their seniority i.e., most junior first, and employees thus assigned shall have no recourse but to accept.
2. If the company skips or misses an employee who has signed his/her intent to work overtime in a given week and such employee could and should have been awarded the overtime, excluding Section 2 (c) other daily overtime, the company will pay such employee the extent of the time lost at premium time.
3. Employees, who will not be available to sign their intention to work overtime before the end of the first shift Wednesday of any given week due to planned absence, vacation, leave, etc., but will be available for assignment commencing on Thursday of said week may sign their intention to work for the given week of their return in advance of leaving.
4. Section 2 (c) other daily overtime, will be assigned according to Section 1.
5. The signature of intent to work will specify intent for the following Saturday and Sunday plus scheduled daily overtime from the following Monday through the following Friday. Any Sunday overtime will be first assigned to those employees who worked on that job Saturday.
6. Those involved in rotating shifts will have an equivalent opportunity, but such signature of intent will be controlled from the third day of their work week. Swing shift employees will be exempted from any reference to this Section 2.
7. It shall be the joint responsibility of both the company and the Union to cooperate to make this system work, but it shall be the employee's sole responsibility to register his/her intent to work available overtime each week.

Section 3. Absent Employee

Nothing in this article shall be interpreted as requiring the company to assign overtime work to an employee who is not qualified to perform the work, or to an employee who is on vacation or leave of absence at the time overtime assignments are made.

Retiree Spotlight:

Georgia Mohr worked for 18 years in the largest of Sheaffer's 45 departments, Plastic Fab, before retiring in April of this year.

Like most Plastic Fab employees, Georgia was a "jack of all trades." After beginning her career at Sheaffer in February 1960 she performed production duties as a machine, press and utility operator, machine loader and assembler. Her final job classification was that of light production operator on the cap line where she inserted cams and sleeves into writing instruments caps at a rate of well over 500 pieces per hour. Her last day as a Sheaffer employee came on April 28, 1978.

Now that she's joined the retired ranks, Georgia spends her time gardening, sewing (she made the dress she is wearing in the photographs on this page), and attending senior citizen get-togethers where she and her husband, Reuben, enjoy trying their luck at the "corn-game." Weather permitting, the Mohrs also try to get in a one or two-mile bike ride each evening.

Georgia and Reuben, who retired from Fruehauf in 1975, have been married 43 years and live at 301 Olive Street in Farmington, Iowa. They have two daughters, Jean Murawski, a resident of Lake in the Hill, Illinois, and Nancy Stotlar, of Springfield, Illinois.



*Georgia
Mohr*

Attention Hourly Employees

Face to Face would like to take this opportunity to explain how your group insurance coverage is affected while you are on an approved leave of absence or permanent layoff from the Company.

Your group insurance coverage (both Blue Cross-Blue Shield and Aetna) continues to be in effect thru the end of the month in which your approved leave of absence begins. After this period of time you must pay the cost of the insurance yourself to have coverage for any illness or accident (non-occupational) other than the illness or accident that is the reason for the leave of absence.

The weekly rates are as follows:

For employees carrying single coverage:

hospital, medical, and surgical.....	\$ 8.10
hospital, medical, surgical, accident & sickness.....	\$11.30
accident and sickness.....	\$ 3.20

For employees carrying family coverage:

hospital, medical and surgical.....	\$20.50
hospital, medical, surgical, accident & sickness.....	\$23.70
accident and sickness.....	\$ 3.20

We also wish to point out that, if you keep your accident and sickness portion of your insurance in effect, your \$8,000 life insurance as well as the accidental death and dismemberment portion also remains in effect.

In the event of a temporary layoff your group insurance package continues to be in effect at no cost to you.

If you are permanently laid off, your insurance coverage continues until the end of the month in which you are laid off. After that period of time you will be contacted directly by Blue Cross and Blue Shield as to whether or not you wish to continue the hospital, medical and surgical coverage. The Aetna Life insurance portion can be converted to an individual policy and, if interested, please contact the Industrial Relations Department, Phone # 351.

If you have any questions, please contact the Industrial Relations Department, Phone #351 (Iona Siegrist). Premium payments are also handled through the Industrial Relations Department.

Textron Merit Scholarship Program

"The foundation of every state is the education of its youth."

Diogenes, Greek philosopher



Are you a permanent, full-time employee of Sheaffer Pen? Do you have a son or daughter who plans to enter college in the fall of 1980?

If you answered yes to both questions, your child is eligible to compete for a four-year Textron Merit Scholarship. Currently, 44 students are attending college under this annual program.

Students wishing to compete for the scholarships must take the Preliminary Scholastic Aptitude Test (PSAT), which serves as the National Merit Scholarship Qualifying Test (NMSQT). Most students will be first-semester juniors when they take the test.

The next test will be given at area high schools on Tuesday, October 24, 1978 or (at the option of the secondary

school principal) on Saturday, October 28, 1978.

Eligible students should contact their school officials and arrange to take the test.

No special application forms are necessary. Taking the PSAT/NMSQT is an automatic application for consideration as a Textron Merit Scholar. In the fall of 1979, students who qualify as semifinalists will be sent application forms by the National Merit Scholarship Corp. on which they will be asked to identify their parents employers. These students should enter the name Textron Inc., Sheaffer Eaton Division on the form.

A brochure describing details of the program is available from the Industrial Relations Department, extension 247.



Remember Susie Curtis?

Do you remember a former employee of the Service Department, Susie Easley Curtis? (She retired in 1953.) If you do, she wants to hear from you! Her address is:

Mrs. Susie E. Curtis
% Plaza del Mar Retirement Hotel
Room 102
990 East Del Mar
Pasadena, Ca. 91106



She Collects Dolls

How would you like to have 900 smiling faces in your home? An employee of Sheaffer Pen's Metal Fab Department, Edna Breakbill, does. They belong to her collection of dolls.

According to Edna, "It hasn't taken me that long to get them, either. I started my collection only 8 years ago, in 1970." And what a collection it is. Included are dolls that talk, roll their eyes, recite poetry, play a guitar, sing, ride a tricycle or horse and one that is a likeness of President Kennedy which rocks in a rocking chair. Edna's personal favorites are two "Kewpie" dolls dating back to the early 1920's.

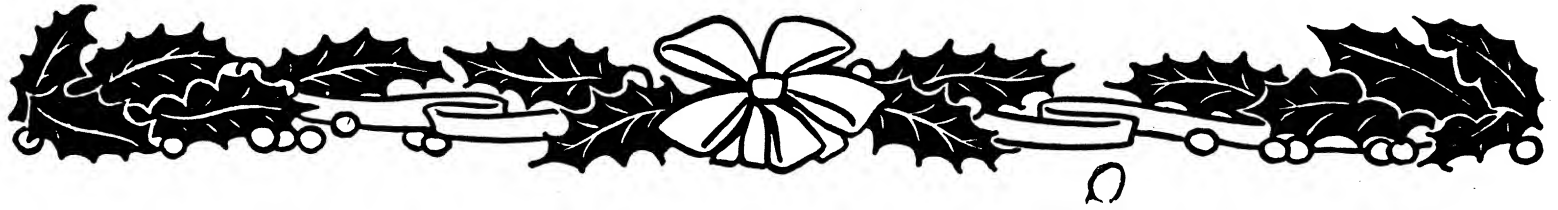
Since all the dolls are purchased second-hand at yard sales or auctions, some require repair work. Edna says, "I may have to cut, comb and remodel the hair, or if a leg or arm is broken off, I'll melt the plastic to attach the broken limb back to the body. A few of the dolls even have some of my own hair." When you're a serious collector like Edna, you learn to make sacrifices.



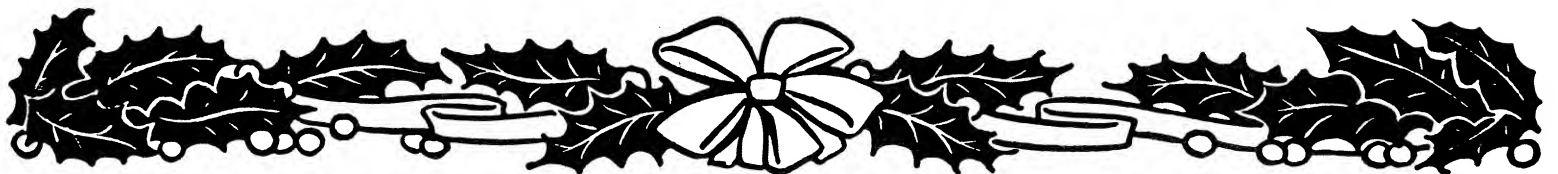
Face to Face

December 1978

- * United Way Drive A Success
- * Reviewing Our Objectives: Scrap
- * U.S. Introduction for Laqué



May the Glorious
Christmas Season
bring you Peace
and Happiness
all through the
Coming Year



You May Be Eligible for Tuition Aid

About 93% of large corporations help defray their employees' educational costs, according to a survey of 57 companies by American Telephone & Telegraph Co. That's up from a 1972 study indicating 88% provided such assistance.

But the AT&T survey shows only 3% of workers take advantage of the plans, down from 5 to 10% recorded 6 years ago.

The AT&T survey indicates 62% participants are non-management, another 27% from lower management levels. Whites outnumber blacks 14 to 1.

Reprinted from the August 1978 issue of Personnel Newsletter, American Institute of Business, Des Moines, Ia.

At Sheaffer Pen, it is a company policy to encourage and financially assist full-time employees in improving job related skills by providing a partial refund of tuition costs for successfully completed courses approved by the Company.

You are eligible to receive such aid if: 1) you are a full-time employee of Sheaffer Pen having six months or more continuous service and a satisfactory work record, 2) the subject matter of the course is judged to be useful to the Company by Vice President Dick Canella and 3) the written request for permission to take a course had received Company approval prior to enrollment.

After these qualifications have been met and the Industrial Relations Dept. has received official notice from the registrar of the school reporting that the course has been successfully completed, a tuition refund amounting to 75% of the tuition fee will be paid.

Employees wishing to apply for tuition aid should contact the Industrial Relations Dept., Extension 247 and ask for the tuition refund form.



George Dann (left), United Way Campaign Chairman for 1978, discusses results of the fund drive with Sheaffer employee canvassers Joy Ball, Service, and Dean Toops, Quality Assurance.

United Way Drive Here a Success . . .

Thanks to You, It Worked

Totals for the United Way Fund Drive here have been announced by George Dann, Industrial Relations Manager and local United Way Campaign Chairman for 1978. Employee contributions for 1978 amounted to \$15,172.62, topping the 1977 figure of \$14,618.58.

Dann commented on the role that Sheaffer contributions played in the annual fund drive: "This year the pledges made by Sheaffer employees represent nearly 15% of the entire United Way goal. Together with a matching donation from Textron, the result is that Sheaffer and Textron will provide nearly 45% of the Fort Madison industrial goal, and the United Way effort to maintain the twelve agencies serving area residents will be successful."

Funds raised for the United Way go to support the following 12 agencies: American Red Cross - North Lee County Chapter, Cerebral Palsy and Neurological Center, Child Health Fund (for both public and parochial schools), North Lee County Home Christmas Party, Greater Fort Madison

Council of the Camp Fire Girls, Iowa Children's and Family Services, Iowa Society for Prevention of Blindness, Kings' Daughters, Lee County Activity Center, Boy Scouts of America -Southeast Iowa Council, The Salvation Army and The YMCA.

Face to Face

Dan Temborius/Editor

Face to Face is published at frequent intervals to inform Sheaffer Pen employees, retirees and their families of news and developments which relate to our company. Comments and news items are welcomed and should be sent to:

Sheaffer Pen
Communications
301 Avenue H
Ft. Madison, Iowa 52627

Reviewing Our Objectives: SCRAP

I am confident that all employees of Sheaffer Pen are interested in problems that jeopardize the success of our operation. Only when a problem is recognized and discussed, can we all work together toward solving that problem.

In this and future issues of *Face to Face*, I would like to discuss problems which affect our company's success and, therefore, all of us who work here.

One such problem is the increasing amount of scrap. The dollars below represent a comparison between 100% of our direct labor (the cost of labor spent directly on manufacturing and assembling products) and other major costs to this direct labor. As an example, let's look at the dollar marked "1978 Objectives". For every direct labor dollar spent, the company set an objective to spend no more than 29¢ on gross scrap (defined below). Unfortunately, the dollars illustrating the year to date and the month of October indicate that we have been unsuccessful in achieving many of our objectives, and in particular, our scrap objective. The 38% of the year to date dollar means that scrap has cost our operation \$1,500,000 during the first nine months of 1978.

It is obvious that reduction of scrap continues to be our major objective and must have the highest priority in the development of our action plans for 1979.

We are taking all necessary management actions to immediately reduce scrap, however, each employee can directly affect an immediate reduction by careful handling of materials and parts as scratches are one of the principal causes of scrap. In addition, closely following the proper manufacturing and assembly procedures is essential.

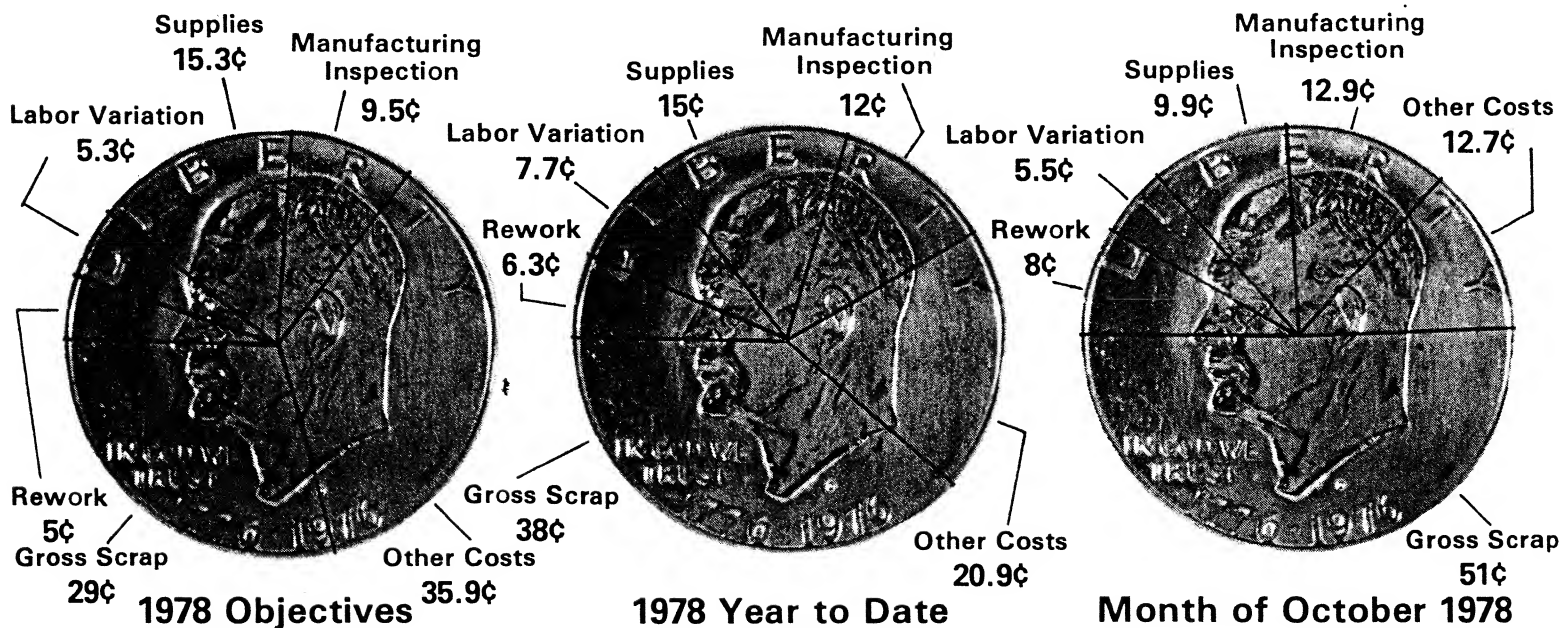
I am convinced, with your cooperation and help, that an immediate improvement will take place.

It is a pleasure to report that sales for the first nine months of this year have increased 19% over the same period in 1977 and 29% over 1976, proving that consumers appreciate the craftsmanship and dependability of Sheaffer products. Competition in our industry is intense and if we are to continue to grow, the quality of our products must be the best in our industry.

I am sure that working together, we will not only attain the objectives discussed above, but will increase our dedication to producing the best writing instruments in the world.

Dick Cavella

Major Objectives Compared to Direct Labor Dollar



Definitions of terms used:

Gross Scrap - The total cost of materials and parts determined to be defective plus the cost of labor and utilities to produce them.

Rework - Labor for reworking scrap to bring it to acceptable quality standards.

Labor Variation - Any amount of money spent over the standard labor cost set for production of parts or finished products.

Supplies - Any materials or parts used in manufacturing processes (i.e. - rouge, buffing wheels, cutting oil, etc.)

Manufacturing Inspection - Labor performed by production departments to inspect materials, parts and products.

Other Costs - Costs such as overtime, shift premiums and machine maintenance.

U.S. Introduction for Laqué Products

The Laque line of writing instruments, certainly among the most attractive ever to bear the Sheaffer name, were released to United States' markets on November 1st.

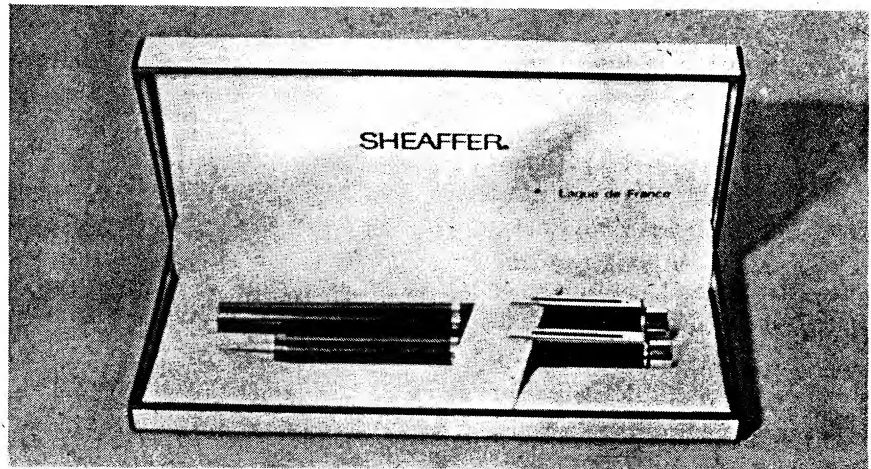
Laque is the French translation for lacquer. The name is appropriate for the product since the beautiful finish of the instruments consists of seven individually buffed coats of lacquer applied by a Parisian manufacturer. Upon completion of this process, component parts were returned to Fort Madison for final assembly and testing.

The Sheaffer Laque line offers two writing styles in designs patterned after the Targa line - fountain pen (with extra fine, fine, medium and broad tips) and ballpoint (in fine and medium). Three attractive, mottled finishes are available: red ronce, blue ronce and tortoise shell. The difficult and expensive process required to produce these finishes is reflected in the price of the products. Laque fountain pens retail for \$100; the ballpoint carries a price of \$75 while combination gift sets are \$175. Purchasers can be assured that they are receiving the highest possible quality because each part is 100% inspected to ensure perfection.

Only 1,080 Laque instruments (540 each of the pen and ballpoint) have

been manufactured for sale in the United States. Sales to retailers were in 36 groups of 30 products (15 pens and 15 ballpoints). The Laque line will be sold only by such exclusive jewelry dealers as Chicago's Marshall Fields, Lord and Taylor in New York and Warwick's in Los Angeles. They are also sold at the United States House of Representatives and Senate gift shop in Washington, D.C.

Assembly of the first Laque items actually began in 1977 at Sheaffer Eaton facilities in Hemel Hempstead, England, for sale in that country, Canada, Australia and other export markets.



(left to right) Ken Mason, Ted Lohmann and Wes Frels are three employees who played important roles in the Laque project here at Sheaffer Pen. Mason supervised the assembly operations of Laque fountain pens while Lohmann performed similar duties with ballpoints. Frels served as overall coordinator for the project.

The American Economic System . . .

and your part in it .

WHAT IS AN ECONOMIC SYSTEM?

An economic system is the mechanism by which labor, resources and skills are brought together to produce and distribute the enormous variety of things people need and want.

These things include *goods*—food, clothing, cars, factories, and the like—and *services* such as transportation, education, health care and public safety.

Three Basic Questions

Since there are limits to what can be produced, basic choices must be made:

What goods and services will be produced?

How will they be produced—that is, who will produce them and what resources will be used?

Who will use these goods and services?

Comparing Economic and Political Systems

Different countries have developed different ways of answering these questions. Knowledge of economic systems in other parts of the world can help us understand our own American economic system better.

Although economic and political systems in each country are related in important ways, we should be careful not to confuse the economic with the political aspects of different nations.

Capitalism refers to a market economy with resources owned primarily by private individuals and groups.

Socialism refers to an economy which depends heavily on the government to plan and make economic decisions and to own and control important economic resources.

Democracy is a political system based on individual freedoms.

Communism describes a socialist economy ruled by a single political party.

In some nations, including our own, individuals are free to choose their personal goals, and to decide how their work and resources will be used. In other nations, only a small group of leaders have this power.

We have what is called a "market economy." It

involves economic decision-making by three groups — consumers, producers and governments. Their decisions are guided primarily by the interplay of buyers and sellers in the marketplace.

Market economies can be democratic, as in the United States, or somewhat more authoritarian, as in Spain. The same is true of socialist economies. In the case of Sweden, democratic political processes guide a socialist oriented economy; in the Soviet Union, a socialist economy is ruled by a single group, the Communist Party.

In today's world, most major industrial nations are market economies, while socialism is common among developing nations. To understand and appreciate our American economic system, we need to keep in mind the differences between economic and political systems around the world, the results they achieve, and the individual freedoms they allow.

Decision-making in Our Economic System

Two hundred years ago, our government exercised little control in business matters, and individuals made almost all the economic decisions. Even in those early years, though, there was an active national debate concerned with the extent of government involvement in economic life.

Today, things have become much more complicated.

Yet Americans still exercise many freedoms of economic choice. We now have what may also be called a "mixed" economy in which three groups play major decision-making roles:

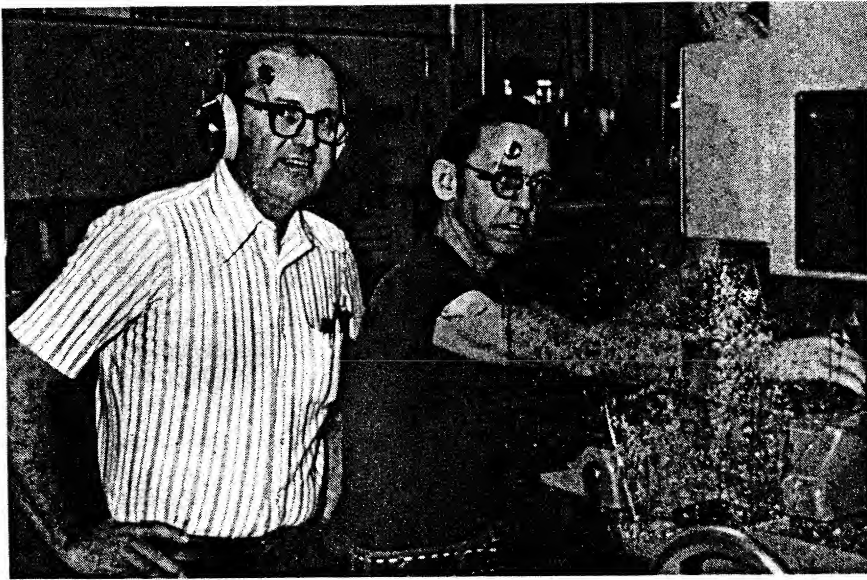
Consumers, who look for the best value in return for what they spend.

Producers, who seek the best income for what they offer.

Governments—federal, state and local, which seek to promote the safety and welfare of the public, and to provide services in the public interest.

You may think of yourself only as a consumer. But most people are a part of all three groups: as consumers, as producers, and as voters helping to influence decisions made by governments.

Many of our economic issues today are concerned with the ways these three groups are involved in making decisions. In the next section, we will explore in more detail the roles of consumers, producers and governments. And we will see how you are involved in each of these roles.



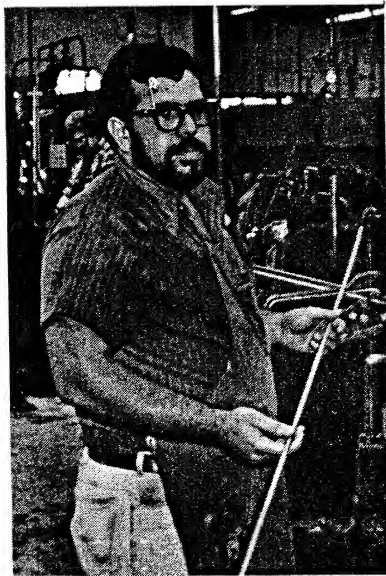
Delbert Boyer

Roy Rowlett

Face to Face with Screw Machine

It takes many different component parts to produce Sheaffer products. Some of these parts are purchased from outside vendors spread across the United States. Most of them, however, are made right in Fort Madison. Producing in excess of 2,500,000 parts each month (over 125,000 each day), the Screw Machine Department must be considered a vital link in manufacturing operations here.

Screw Machine, located at Plant 5, employs 22 people working as set-up men, lead operators, machine operators, trainees, 100% inspectors and parts cleaners. Production superintendent Bud Metzinger and foremen Dennis Jones and Delbert Boyer supervise the department's two-shift operation.

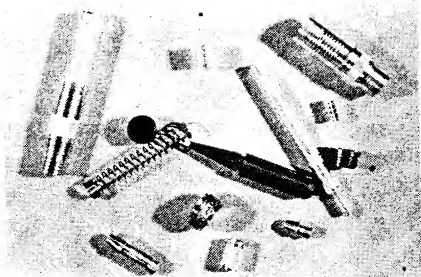


Bill Corvaia



Mike Otte

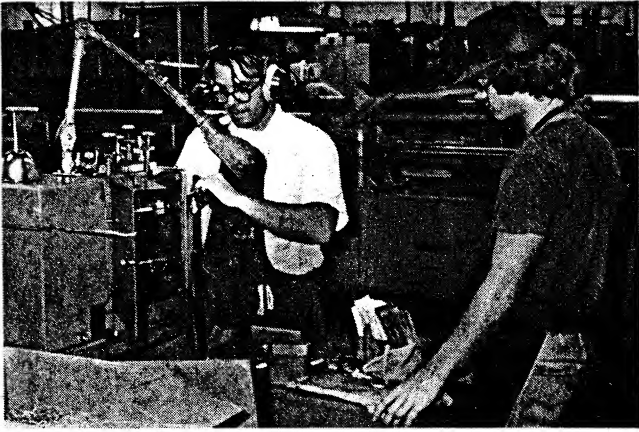
Among the parts produced by Screw Machine employees are threaded plastic and metal bushings used to connect components (i.e. -caps to barrels) or, in the case of the Targa ballpoint, to add weight to make the instrument feel more comfortable to the user. Other parts include metal tips (which surround marker and ballpoint writing tips), ornamental bands for Lady Sheaffer model 620 products, pencil mechanism and some desk set socket components, ballpoint push rods for model 101 repel-expel mechanisms and aluminum screws used in the assembly of Targa caps. Barrel springs inserted in various Sheaffer writing instruments are produced from spools of brass-plated steel



Some of the parts made by Screw Machine employees



Anna Green



Terry Parker

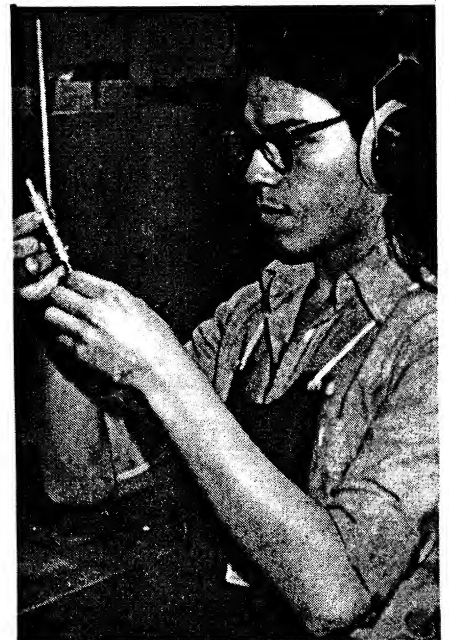
Allen Boyer



Carol Andresen Connie Smith Nola Gram Sharon Foglesong



Bill Baker



Richard Estrada

Noise levels emitted from Screw Machine and the adjacent Press Forming Department are high enough to require employees and visitors to wear ear protection. Industrial Engineering Manager Dean Ellis reports that steps to reduce noise will begin in early 1979. This will be accomplished by installing partial enclosures or acoustic paneling around screw machine feeders and punch presses.

Besides producing component parts for currently marketed Sheaffer product lines, the department is also becoming more involved in pilot-line work (work involved in making parts for experimental models according to designs and specifications drawn up by members of the Product Development Department).

wire at a rate of 5,600 pieces per hour. The spring winder machine operates three shifts each workday.

A total of 25 screw machines are in the department. Most of these were purchased from the Brown and Sharpe Manufacturing Co., Kingstown, Rhode Island.

Screw Machine employees will tell you that it's not hard to get dirty while performing their jobs. Since their machines must cut metal at extremely high speeds, it is necessary to "bathe" both tooling and parts with cooling oil to prevent excess wear-and-tear on machines and maintain accuracy of parts. To remove this oil, parts are thoroughly cleaned before being transferred to other departments.



Bud Metzinger

Dennis Jones

Expansion Continues . . .

Metal Fab Move Completed

The latest in a series of departmental relocations here at Sheaffer Pen was completed November 3rd. The Metal Fabricating and Assembly Department, located on the first floor of the main plant, has been moved to the first floor area formerly occupied by the Shipping Department.

Discussion of the project began a year and a half ago, when full scale production of the Targa line was initiated. George Clough, Industrial Engineer instrumental in the relocation, stated, "Demand for Targa was even heavier than anticipated and at the same time demand for primary line writing instruments was also increasing. After receiving a huge order from Sears for the model 506 line we realized we just couldn't make enough products to satisfy customer demand. We knew then that expansion would be required." Clough continued, "Studies were conducted to determine new equipment purchases and approvals for the purchases were obtained. But the existing Metal Fab area was too small to contain the new machines so it was decided to construct the new shipping facility and

move Metal Fab, to the vacated shipping room."

The area was thoroughly cleaned and repainted prior to the start of the actual relocation. To improve visibility, the number of light fixtures was nearly doubled.

A complete shutdown of Metal Fab operations was not required during the move, which began in late August and was completed approximately two months later. Machines were moved one at a time, most of them requiring only several hours down time.

Shelves capable of storing 2-4 million components were installed to divide the room into sections. Walls had been used to accomplish this in previous relocations.

The project increased the total manufacturing floor space in Metal Fab

from 5,193 to 5,763 square feet. Other departments gaining space as a result of the move include: Plating, Buffing, Stock and Warehouse and Production Control. An additional 392 square feet allotted to the Molding Department may eventually house six new plastic injection molding machines that are used to manufacture parts for Sheaffer products such as the NoNonsense, Kaleidoscope and model 105 ballpoints.

The Metal Fab Department employs 85 people working over three shifts.

"This and other departmental relocations scheduled for the future will allow us to more efficiently produce a greater number of writing instruments in order to meet the constantly increasing demand for our products," Clough concluded.



Industrial Engineer George Clough (left) and John "Red" Wilson, General Foreman in Metal Fab, survey the recently relocated Metal Fabricating and Assembly Department.

Performance Improvement Program (PIP) Winners for September and October

<u>Employee</u>	<u>Department</u>	<u>Savings Provided</u>	<u>Cash Award</u>
		(rounded to nearest dollar)	
Billy Shields	Tool and Die	\$1,992	\$199
Herb Sirois	Plastic Fab	\$1,547	\$150*
Milan Marshall and Jim Stemple	Molding	\$3,781	\$150*
Dorothy Hale	Skrip	\$5,865	\$587
Kathy Berry	Requirements Planning	\$100	\$10
Maurice Strunk	Ballpoint	\$2,954	\$295
Roger Steffensmeier	Litho	\$1,724	\$150*

1978 PIP Savings - \$52,522.87

1978 PIP Awards - \$ 3,628.39

* Maximum award for management employees

Retirements and Anniversaries



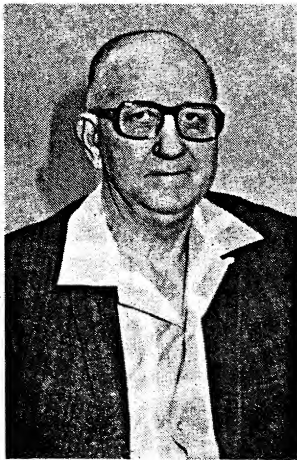
Marie Yoder, Shipping I, at Sheaffer Pen 36 years, retired November 30.



Rosaline Menke, Traffic, received her 40 year award on November 2nd from (left to right) Jack Finley, Dick Canella and Jerry Ford.



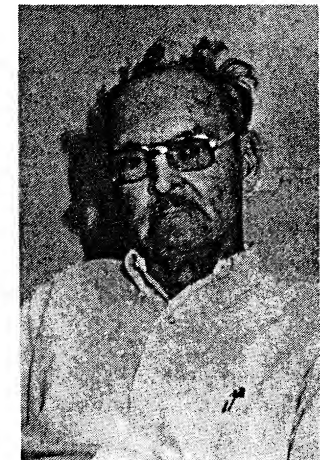
A Skrip Department employee for 4 years, Enid Solano retired October 18.



Elmer LaBonte retired from the Housekeeping Department on October 31 after 14 years service.



On October 26, a 35 year award was presented to Josephine Hutcherson, Service, by (left) Dick Canella and Ed Thorn.



Vernon Swick, Housekeeping, was a Sheaffer employee for 20 years before retiring October 27.



An employee of the Desk Stand Department, Mary Quinlan, celebrated 30 years at Sheaffer on October 13.



Peryl Kress, Customer Services, received her 40 year service award on October 17. On hand were George Dann, Dick Canella and Peggy Podeyn.



Customer Services employee Lol Schenck, who worked at Sheaffe Pen 33 years, retired November 1.

Agnes Manka (not pictured) retired on November 30 after 37 years at Sheaffer. She was a member of the Service Department.



MICKEY GETS A SHEAFFER!



Photo by Stuart Frohm - Courtesy of Evening Democrat

If any of you should happen to receive a letter from Mickey Mouse in the near future, rest assured that it was written with a Sheaffer pen.

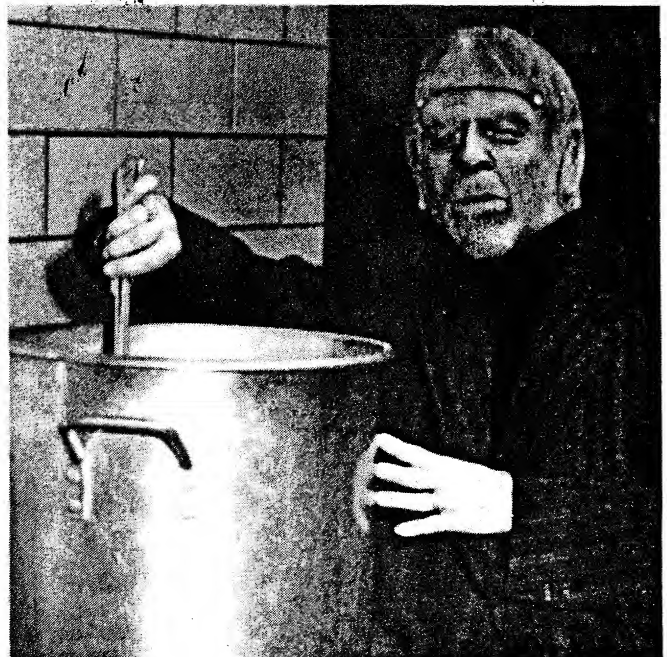
Six year old Stacy Dorrell, representing the first grade of Richardson school, presented Mickey with a Sheaffer model 444 ballpoint during his recent stop at Fort Madison's Amtrak passenger depot. The words "Happy Birthday Mickey Mouse" were engraved on the ballpoint barrel.

An estimated 1,200 people turned out for Mickey's stop here which was part of a coast-to-coast rail trip celebrating the occasion of his 50th birthday. Fifty years ago the big eared, loveable little creature with the high pitched voice was born--a product of the combined creative talents of Walt Disney and designer/ animator, Ub Iwerks. According to a legend, Walt created Mickey while returning on a train from New York to Los Angeles with his wife Lilly. After the loss of his rights to a previously successful cartoon character, Oswald the rabbit, Walt was eager to create a new one. At first, he called his new concept Mortimer--later changed to Mickey due to Lilly's objection to the original name.

Mickey made his official debut on November 18, 1928, at New York's Colony Theater, starring in the sound cartoon, "Steamboat Willie." Since that first successful film, Mickey Mouse has become the most recognized and celebrated cartoon character in history. Known world-wide through comic book publications, Mickey entertains in 26 different languages and in 115 countries.



Rotary Visits Sheaffer - (left to right) Plastic Fab Foreman Jean Hawkins explains assembly operations to Fort Madison Rotary Club members Bill Ward, Charlie Walker, Jack Barr and Fred Dodd during a tour of the main plant. In the foreground is Light Production Operator Judy Melton. Over 40 Rotarians met at Sheaffer Pen on October 10th for the first in a series of meetings held at area industries. Rotary president Gene Enke stated Sheaffer was chosen as first in the series because it is Fort Madison's largest employer and Industry Month was observed locally during October.



If you thought the food served in the cafeteria tasted "monstrous" on Halloween, blame the part-time cook (above) who filled in for Joan McPherson. It was all his fault. (Or should we say "her" fault?)

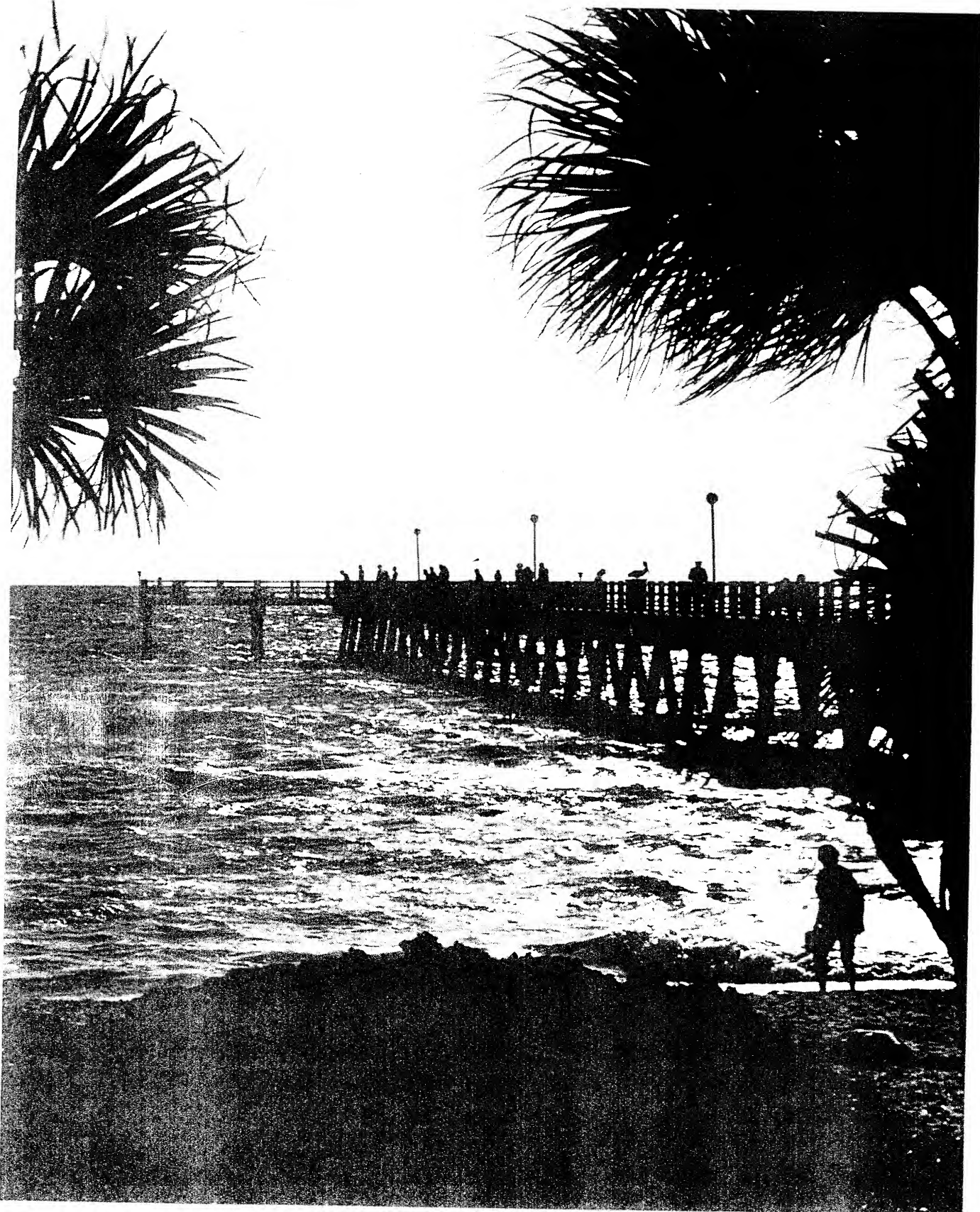
SHEAFFER EATON
TEXTRON

FACE TO FACE

SHEAFFER EATON
TEXTRON

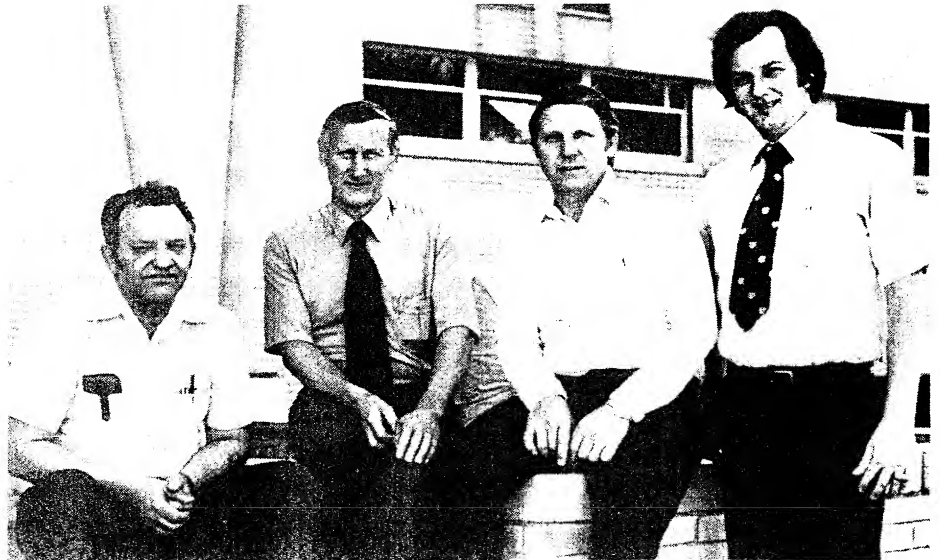
25 Retire in
April and May

JUNE 1980





ON THE COVER - Sunny skies and warmer weather are here again and that means "getting away from it all" for many Sheaffer employees - including the editor. He photographed this scene at Venice Beach during a recent visit to Florida. Whenever and wherever you go on vacation, have a safe trip and a good time!



THE TIGERS captured the 1979-80 championship in the Sheaffer Men's Bowling League with a won-loss record of 59-37. Team members in-

cluded (from left) Bernie Ulm, Kenny Mason, Eb Neff and Doug Gebelein. The Tigers also rolled the high three-game score for a team - 3131.

Ten Complete Pre-Supervisory Training

An in-plant pre-supervisory training course completed by ten employees on April 3 analyzed many skills and management techniques necessary to become effective supervisors.

The course, conducted by Com-

munications and Training Manager Peggy Podeyn, featured several members of Sheaffer management as guest lecturers. Topics discussed included the knack of leadership, figuring and controlling costs, securing better quality and creating positive job attitudes.

Graduates of the course are: Todd Verdon, Dave Mitchell, Arlene Fowler, Lynda Matlick, Debbie Buechel, Brenda Higbee, Liz Waytes, Linda Swenson, Mary Crull and Dennis Fraise.



RON WALLS, (right) managing director of Sheaffer Eaton Australia, Croydon, Victoria, was recently honored for 26 years of service at a surprise dinner given by his fellow employees. Here, Australian National

Sales Manager Ivan Frawley is shown presenting Walls with a scrapbook recounting his career with the company. Walls joined Sheaffer Australia in June 1954 as export manager and has served as managing director since 1967.

FACE TO FACE

Dan Temborius/Editor

Face to Face is published at frequent intervals to inform Sheaffer Pen employees, retirees and their families of news and developments which relate to our company. Comments and news items are welcomed and should be sent to:

Sheaffer Pen
Communications Department
301 Avenue H
Fort Madison, Iowa 52627

Retiree Spotlight: John Charters

As manager of the cafeteria for over sixteen years, John Charters was a familiar face to most Sheaffer employees of the fifties and sixties. Even if you don't remember John, chances are you haven't forgotten the delicious dishes he and his crew served: favorites such as baked eggplant, spinach souffle, apple dumplings, and homemade coffee cake and sweet rolls.

Charters could claim twenty-five years in food and restaurant management when he applied for the position at Sheaffer Pen in June 1951. His experience included two years (1942-44) as manager of the Pentagon Post Restaurants in Arlington, VA, where 22,000 hungry government workers would dine in a single lunch hour. (Talk about feeding a crowd!)

A native of Sunderland, England, John moved to America to study at

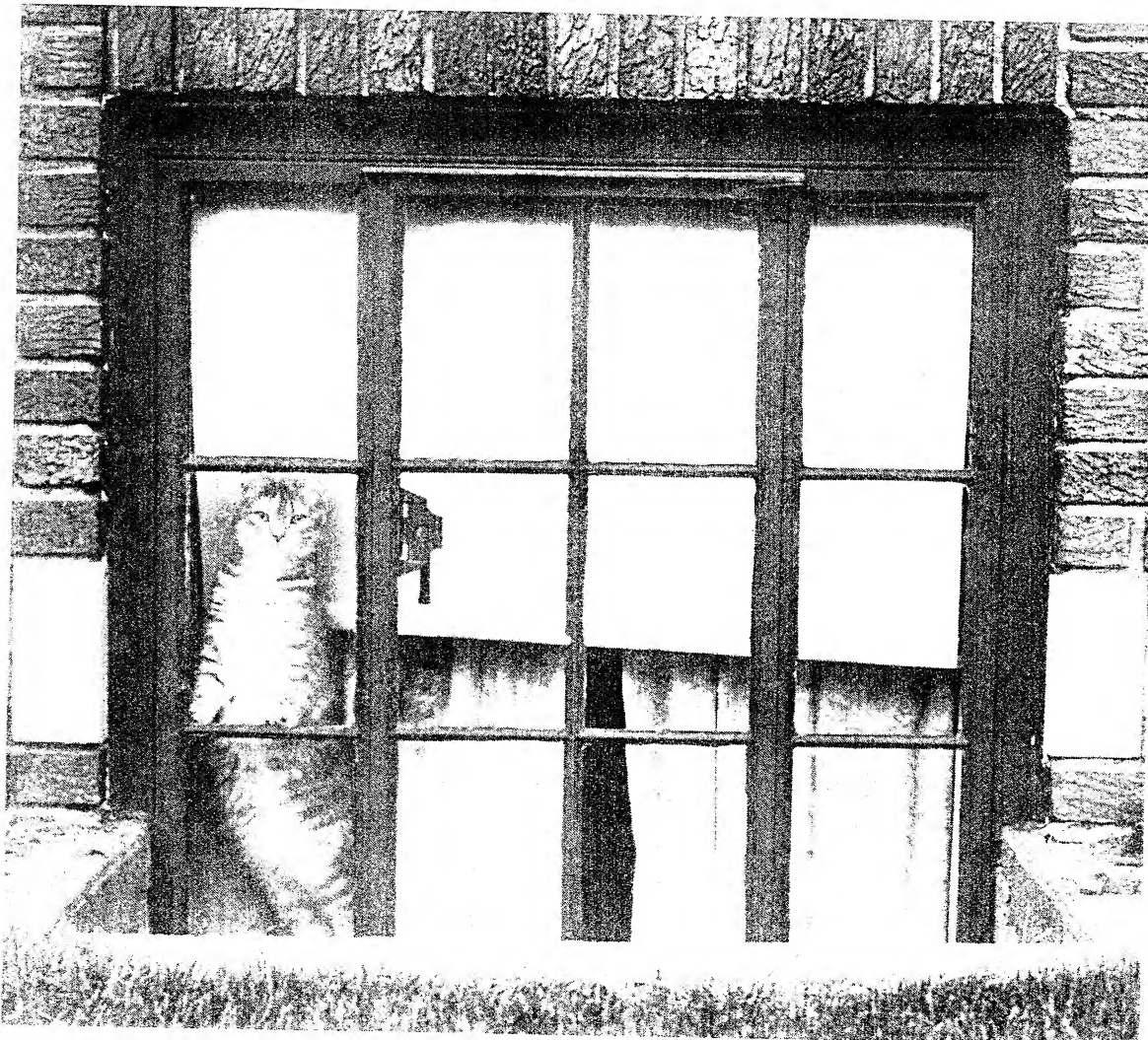
Beloit College in Beloit, WI. He later received his master's degree in economics from the University of Chicago.

What's he doing now? Shortly after retiring in September 1967, John and his wife, Elizabeth, decided to escape the cold Iowa winters by moving to Sarasota, FL, where they live today at 3721 Somerville Drive. He is a director of his condominium association and was elected by his neighbors as lawn chairman. Devoting his time as a volunteer on the Sarasota Memorial Hospital Auxiliary, John "makes the rounds" with x-ray reports and performs office duties.

The Charters are the parents of a daughter, Frances Seaholm, New Paltz, NY, and a son, Thomas, who serves as vice president of the Seoul, South Korea, branch of the City Bank of New York.



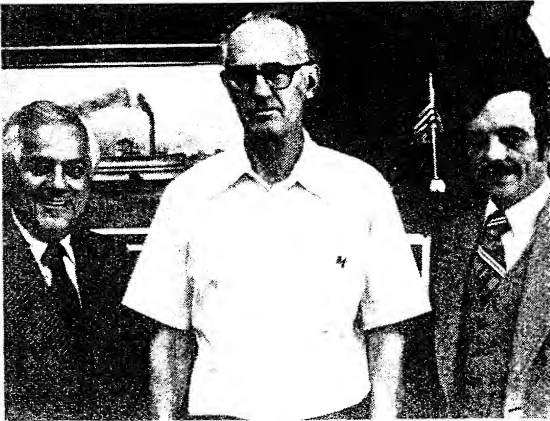
John Charters



If my owner had joined the Payroll Savings Plan a few years ago, we could afford to move out of this basement.

Retirements and Anniversaries

Art Sly, Production Control, (center) received his 45-year service award on April 15 from Dick Canella (left) and Jerry Ford.



Opal Lodwick
Pen Point
25 Years Service
Retired April 18



Juanita Jaciunde
Plastic Fab
31 Years Service
Retired April 18



Genevieve Hoback
Scrip
6 Years Service
Retired May 9



Lou Holterhaus
Tool and Die
45th Anniversary - May 16
Retired May 30



Pauline Roxlau
Shipping II
18 Years Service
Retired May 30

John Gaston
Molding
45 Years Service
Retired April 18



Mildred DeLong
Packaging
19 Years Service
Retired April 18



Gen Gross
Employee Store
33 Years Service
Retired April 16



Bill Baker
Screw Machine
39 Years Service
Retired April 30



Ann Hamman
Pen Point
37 Years Service
Retired April 30



Ralph Nichols
Housekeeping
16 Years Service
Retired April 30



Wilma Cloud
Pen Point
40th Anniversary
May 29

Retirements and Anniversaries (continued)

Norm Washburn
Tool and Die
21 Years Service
Retired April 30



Ruby Dawson
Plastic Fab
4 Years Service
Retired May 23



Bessie Hitch
Packaging
20 Years Service
Retired May 30



Janet Cruikshank
Litho
30th Anniversary
May 25



Rosie Menke
Traffic
41 Years Service
Retired April 30



May 1 marked 30 years with Sheaffer for Ed Senn, (center) Tool and Die. On hand for the presentation of Ed's service award were (front, from left) Jim Carlson, Dick Canella, (rear) Bernard Bengtson and Dean Ellis.

Harriet Anderson

Plastic Fab
18 Years Service
Retired April 30



Karolena Orr
Pen Point
33 Years Service
Retired April 30



Bill Kramer
Ballpoint
39 Years Service
Retired April 30



Mary Huff
Plating
13 Years Service
Retired April 18



Ione Pool
Pen Point
25th Anniversary
May 13



Herman Zumdome
Molding
38 Years Service
Retired April 18

Wayne Hughes
Quality Assurance
39 Years Service
Retired May 1

Priscilla Frueh
Litho
18 Years Service
Retired April 18

Mildred Guenther
Pen Point
5 Years Service
Retired May 20

Doris Crile
Pen Point
11 Years Service
Retired April 30

Roland Brannon
Product Development
45 Years Service
Retired April 16

829 Years (!)
with
Sheaffer Pen